

Annex 30. Tourism Economic Contribution and Impact: Selected Topics

This Annex focuses on some initiatives for which UNWTO has either elaborated useful material that should be adapted to be used at sub-national levels (this is the case of measuring the Meetings Industry and its tourism connection as well as the measurement of vacation homes) or has been insisting all along this document about the opportunity for expanding the third component of the proposed R-TIS with data useful for key stakeholders although non necessary being official nor statistical data (the case of measuring special events is definitively one example for which there is a relevant number of research and case study since B. Richie seminal work in 1980).

These three examples illustrate that in addition “to promote a descriptive analysis that identifies the main characteristics of regional tourism from the supply and demand side”, measuring these topics would support the setting up of sort of regional or sub-regional network of experts and stakeholders that in due time could be part of a more ambitious Regional inter-institutional network for the setting up of a R_TIS.

A. The Meetings Industry and its Tourism Connection

A.1 Background

1. Although not a tourism industry, the Meetings Industry has been highlighted in the first document jointly issues by the International Network on Regional Economics, Mobility and Tourism (INRouTe) and the World Tourism Organization (UNWTO), **“Towards a set of UNWTO Guidelines” (December 2012)**- part of the series *A closer look at Tourism: Sub-national Measurement and Analysis*-.
 2. The present chapter is about the measurement of the tourism contribution (also referred as tourism connection) of the Meetings Industry and is based on two complementary research carried on under a cooperation agreement by UNWTO and the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel Exhibitions during the years 2006/2008⁵²:
 - The first of them described the general functioning of the Meeting Industry, its identification in the revised version of the International Standard Industrial Classification of All Economic Activities (ISIC Rev.4) and explored its identification in the Tourism Satellite Account due to such connection. The results were published by UNWTO as *“Measuring the economic contribution of the Meetings Industry: a TSA extension”* in 2007;
 - As a follow up of such approach, the second research was more practical oriented in order to provide guidance and support for the compilation of statistical data at country level for comparability purposes by ICCA, MPI and Reed Travel Exhibitions; all of them agreed to work in the implementation of case studies in a number of pilot countries under a joint initiative. The conceptual background for such initiative was prepared by the UNWTO Department of Statistics and TSA and disseminated during 2008 in three volumes named as *“Global Meetings Initiative: basic concepts and definitions (vol 1), identifying the link between tourism and the Meeting Industry: case studies (vol 2) and pilot country data schedule (vol 3)”*.

⁵² UNWTO prepared a report rooted in such documents aiming a “practical approach to the Meetings Industry as a way to help and encourage new destinations and organizations to meet the requirements of a demanding and ever-changing industry” (see World Tourism Organization (2014), AM Reports, Volume seven- Global Report on the Meetings Industry, UNWTO, Madrid)

3. The adaptation of such research for drafting this document refers basically to the setting up of a Regional Tourism Information System (R-TIS).

Consequently, in a future period, topics like the measurement of the economic contribution of the Meetings Industry in terms of a Tourism Satellite Account framework or the analysis of individual meeting impacts on sustainability, etc. should be explored in line with recent research work as mentioned in [Annex 26](#) and [Annex 27](#), respectively.

4. Although deliberately conservative in its focus, the recommended guidance provided in this chapter might be useful for those regions and other sub-regional entities where the celebration of congresses, conventions, conferences and seminars are economically significant.

(For more details, interested readers should see [Annex 26 "Meetings Satellite Account \(MSA\) for the UK" drafted by Calvin Jones](#) and [Annex 27 "Triple impact assessments of meetings" drafted by Tommy D. Andersson](#).)

A.2 Conceptual Framework

5. Although not a tourism industry, those establishments pertaining to the Meetings Industry usually have a tourism connection; consequently it is relevant to understand what such an industry really is.
6. The term meetings industry is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel Exhibitions over the acronym MICE (Meetings, Incentives, Conferences and Exhibitions) which does not recognize the industrial nature of such activities. A common definition of meetings was adopted by UNWTO and these three organizations.

A meeting is a general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. The key purposes of meetings are to motivate participants (share ideas, learn, and hold discussions on professional, scientific or business matters) and to conduct business. Frequency can be on an ad-hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc.

The term *meeting* must be understood to encompass the three major areas of activity included in the scope of the industry under consideration, which are the following:

- Congresses, conventions, conferences, seminars
- Trade fairs and exhibitions
- Incentive activities

7. The present chapter (as was the case of the research carried on by the UNWTO and the three associations already mentioned) will refer exclusively to the first group of congresses, conventions, conferences and seminars. Such group can be further broken down into different categories:
 - *Public conference or lecture*: basically unidirectional meetings where the audience adopts a predominantly passive role and specialized knowledge is not required;
 - *Governmental conference*: technical or political meetings between governments or governments and private agents, with the aim of discussing topics or reaching agreements;
 - *General assembly*: meetings limited to the members of an organization, of an internal nature;

- *Convention*: general and formal meeting of a legislative body, social or economic group in order to provide information, deliberate or establish consent or policies among participants. In the United States the term is used to describe large, usually national meetings of business circles, for discussion and /or commercial exhibition;
 - *Scientific congress* (forum, colloquium, seminar, symposium): specialized meetings of a technical and academic nature whose objective is to make a profound study of several matters, and whose treatment requires interactive dialogue between participants.
8. For a meeting to take place there is a need for a host or convener: the entity that makes the initial decision to hold or convene a meeting. The organization of the meeting itself may then be carried out entirely by a specialized organizer, by the host itself, or in a combination of outsourced and host's own resources. In coherence with the scope of the adopted definition, meetings that are held in the host's own premises might not be a priority for measurement purposes.

A meeting host may respond, in more concrete terms, to any of the following types:

- A government or public service organization; this class includes international governmental organizations;
 - A business or corporate organization;
 - An association, meaning an organized group of individuals that serves a given purpose, usually cultural, scientific, or professional, and that is usually non-profit oriented. This class also includes any non-profit, non-governmental organization of national or international scope.
9. Because one of the objectives of this document is to allow for international and intranational comparability on a limited number of topics, it should be highlighted that the terminology used by the international classifications of products and economic activities (CPC and ISIC) –which are the obliged classifications to be used for such purpose- is not the same as the one used by meetings industry professionals. This is an important issue that should be taken into account when reading the following paragraphs.
10. In a broad sense, the scope of the Meetings Industry includes the establishments engaged, either as a principal or as a secondary economic activity, in:
- The organization, promotion, marketing and selling of congresses, conferences, conventions, seminars, trade exhibitions and fairs, and incentive activities, whether as packages or bundles of services or consisting of specific services, including intermediation or the management of reservations for any particular meetings-related services;
 - The commercial provision of meeting facilities or accommodation for meeting participants or exhibitors; and
 - Auxiliary services, which are typical or necessary for the hosting or organisation of meetings, such as personnel, technical equipment, catering and other materials.

Such services may be offered by a specialized meeting organizer or other types of establishments included within the scope of such industry, to a variety of business units or persons: a hosting corporation, association or government, a trade fair exhibitor, a meeting participant, or another establishment belonging to the Meetings Industry.

A first step in delimitating the industries included is adopting a definition of the services and products that typically enter into the organization of a meeting, and that at the same time can be identified as specific items within international and national standard product classifications.

In this light, a list of products that are typical, closely connected and necessary for the hosting and organization of meetings is proposed below. They are already identified as items or part of items within the Standard International Classification of Products, specifically the CPC Version 2 that is one of the two classifications to be used for tourism statistics as mentioned in the IRTS 2008. As an indicative approach, and for ease of reference, the denomination *meeting-characteristic products* is proposed, including:

- *Convention assistance and organization services.* These correspond to CPC class 8596, subclass 85961; they include the organization and management of conventions and congresses and provision of convention assistance and support services, with or without own staff, including, among others, components such as:
 - advice and consultancy services with respect to all aspects of the organization of conventions
 - assistance in choosing and locating space
 - marketing and public relations
 - provision of secretariat services, equipment and other auxiliary services
 - provision of accommodation booking as well as on-site and delegate transfer services
- *Trade show assistance and organization services.* This service item corresponds to CPC class 8596, subclass 85962; it includes the organization and management of trade shows and trade fairs and provision of assistance and support services, including services which are analogous to the subclass 85961 above.
- *Rental or leasing services involving own or leased non-residential property.* This corresponds to CPC subclass 72112, and it includes rental or leasing services concerning industrial, commercial or other non-residential buildings or property by owners or leaseholders. Within the list of examples of activities covered in this subclass, CPC specifically refers to “convention centres, exhibition halls and multiple-use buildings that are primarily non-residential”. This item is therefore suitable for the classification of meetings-characteristic services of rental of facilities for meetings and trade exhibitions, whether by convention centres, exhibition halls, meeting hotels, universities or other providers of such a service.
- *Reservation services for convention centres, congress centres and exhibit halls.* This corresponds to CPC subclass 85531, and includes the arrangement of reservations for the use of such facilities. From a Meetings Industry viewpoint, these services may be offered by the management of the facilities themselves, by specialized meetings organizers, or by establishments such as Convention Bureaux.
- *Tour operator services.* This service item, which corresponds to CPC class 8554, subclass 85540, includes the arrangement, assembling and marketing of custom package tours for groups of domestic or international travellers. From the viewpoint of the Meetings Industry, this item in the CPC classification can be used for identifying services offered by establishments such as destination management companies and incentive houses. Such package tours may be offered generally to hosting corporations, associations or other Meetings industry establishments such as specialized meeting organizers or Convention Bureaux.

11. In order to adequately reflect the nature of the types of establishments operating under the scope of the Meetings Industry, and to facilitate the design of a methodological framework for evaluating their economic contribution as well as its tourism connection, it is important to distinguish, within the industry, between a concept of ***core Meetings Industry*** and an ***extended approach*** that would include a broader array of businesses. Thus the ***core Meetings Industry*** can be defined to include all business units in the reporting territory that specialize in the production of typically meetings-related services, as their principal economic activity, in particular, businesses whose principal economic activity consists of the production and supply of services included in the list of *meetings-characteristic products* proposed above. Using an analogy with the concept of tourism

characteristic activities established by the International Recommendations for Tourism Statistics 2008, these could be labeled as *meetings-characteristic industries*.

Such activities would include the following, all of which correspond to specific 3- and 4-digit codes of the ISIC Rev.4 international classification, as is set out in detail below:

- *Specialized meeting organizers*: business establishments that fall within the boundary of the national equivalents of code ISIC 823: *Organization of conventions and trade shows*. Following the ISIC official definition, these businesses engage in the “organization, promotion and/or management of events, such as business and trade shows, conventions, conferences and meetings, whether or not including the management and provision of the staff to operate the facilities in which these events take place”;
- *Convention Centres, Congress and Exhibition Halls*: other than the above code, these establishments may be registered under the national equivalents of ISIC 6810: *Real estate activities with own or leased property*, which includes businesses engaging in buying, selling, renting and operating of self-owned or leased real estate; specifically non-residential buildings, including exhibition halls;
- *Incentive houses and destination management companies*: these establishments may be classified, among others, under the national equivalents of codes ISIC 7911: *Travel agency activities*, or even ISIC 7912: *Tour operator activities*. Code ISIC 7911 includes the activities of agencies primarily engaged in selling travel, tour, transportation and accommodation services to the general public and commercial clients. Code 7912 refers to tour operator activities, and includes arranging and assembling tours that may include items such as transportation, accommodation, food and recreational or sporting activities;
- *Convention and Visitor Bureaux*: these units specialize in the provision of information, reservation services or in the promotion of meetings activity in a specific destination. In some countries, they may act as a private business offering packages of meetings services. Depending on the nature of their legal status and of their activities, these establishments may be registered under different codes, including in particular the national equivalents of ISIC 823, ISIC 7911, ISIC 7990: *Other reservation service and related activities*, which specifically includes *Tourism promotion activities*, or those corresponding to public administration establishments.

12. An **extended approach** of the concept of Meetings Industry would include all businesses in the reporting territory, other than those described above, that engage in the production of services that intervene directly or are connected to the participation or organization of meetings, including services provided to meeting participants, exhibitors and hosting entities.

In particular, this approach would require considering the meetings-related activity generated by the accommodation industry; indeed, this industry, which is defined by the IRTS 2008 as a Tourism characteristic industry, produces both a meetings-characteristic product (rental of meeting venues), as well as accommodation services for meeting participants, which are therefore closely connected to the hosting of meetings.

Aside from providers of accommodation services, there exist a host of other economic activities that provide auxiliary services, equipment, and personnel that are used intensively in organizing or attending meetings; these would include activities such as:

- transportation,
- technical equipment (audio/video/interpretation systems)
- secretarial support services,
- catering, food and restaurant services,

- speakers' representation services, or
- stand construction.

13. All these paragraphs illustrate the complexity of a connection between tourism and such industry. The following comments included in an interesting research carried out by VisitDenmark in 2012 (The Economic Contribution of Meeting Activity in Denmark), are very pertinent in this context and are clearly related with the complexity of properly measuring the activity of such industry (see [section Basic data and Indicators](#))

“The meeting industry faces the same difficulties as the tourism industry faced before the development of the Tourism Satellite Account (TSA) in that it is an activity hidden among different industries. Where the economic contributions of other industries are measured in the National Accounts, the meeting industry is a demand side activity, dependent on the status of the consumer rather than the supplier. Just as with tourism, the consumer is the key to identifying the economic contribution of the meeting industry. The study, presented here, is a satellite account for the meeting industry in Denmark. A satellite account measures an industry from the demand side. For this reason, the values presented in this report all include taxes and VAT.

The meeting industry overlaps with the tourism industry. Tourists can be travelling for the purpose of either business or pleasure, and if it is business, it may involve a meeting. However, business tourism in the TSA framework includes much more than meeting delegates. Business tourists can be travelling salespersons, journalists, and others not attending meetings held in commercial venues and involving less than 10 participants.

Conversely, some meeting activities are not tourism in the TSA sense and thus not comprised in the Tourism Satellite Account. Non-tourism meetings include among others meetings involving local day-delegates and participants who are not staying at the traditional tourism facilities. In this way, the tourism industry and the meeting industry overlap”. (VisitDenmark 2012, section 1.3)

A.3 Basic Data and Indicators

14. One of the purposes for which persons travel is to attend different type of meetings, such as congresses, conferences, conventions, trade fairs, exhibition, and others. This has become an increasingly important purpose of travel and IRTS 2008 explicitly recommends that if a tourism trip's main purpose is business/professional, it can be further subdivided into “attending congresses, conventions, conferences and seminars”, “trade fair and exhibitions” and “other business and professional purposes”.

Congresses, conventions, conferences and seminars (as previously mentioned the present chapter will refer exclusively to such group) are held by businesses across the spectrum of the economy. Businesses may hold them for their own employees. Membership organizations, professional organizations, political organizations may hold them for their members, educational institutions may hold them, private and public institutions may hold them for their own employees or for others, so it is an activity of any business, in any sector of the economy.

15. Till recently no special attempt was made to isolate the phenomenon or to estimate the revenues and costs associated with such activities. Organizing congresses, conventions, conferences and seminars has now become important and the number of businesses who specialize in these activities has increased. For instance, hotels provide accommodation

with congress facilities to those wishing to hold conferences and make the necessary arrangements including for food and entertainment.

Identifying the activities and gathering all the information about the services directly and indirectly involved in bringing about these events is as yet in its preliminary stages but is of great interest to tourism, because attending conferences is a purpose of visit of tourists.

16. As mentioned in the previous section, it has become necessary first, to recognize and delineate a place for their activity in the international classifications of products and activities and second to determine the nature of the services they provide and how they should be measured. The activity is now recognized as ISIC 8230 *Organization of conventions and trade shows* of which 8231 is *Organization of conventions*. It is a service regarded as an administrative and support service to business. The service provided is classified as CPC 855961 *Convention assistance and organization services*. It is also the case that some businesses that are covered under the general terminology of Meetings Industry provide other specialized services that would be identified as other ISIC activities (rental of space, other types of intermediation, etc.).
17. Regarding these improvements in international classifications, it should also be noted that the organization of a meeting and all the other services that are necessary for the meeting to be held might be either imported or locally produced: consequently, the production of the service might be provided by a resident entity in such territory or other entities. The businesses included cover a great variety of different specialized activities, some of which can overlap with previously enumerated tourism characteristic activities (when they also cater directly to visitors), such as: Congress Travel agencies and Destination Management Companies, but others would belong to the newly expanded ISIC activity of *Organization of convention and trade show* e.g. Professional Congress Organizers, Convention Bureaus and yet others might belong to other ISIC categories depending on their principal activity. e.g. tourism boards, meetings information and technical specialists, meetings hotels, convention and exhibition centers, etc.

Generally these specialized organizations provide the services of organizing conferences and conventions on a fee or contract basis for those who want to hold a conference or convention. Sometimes they might both initiate and organize the conference.

18. Holding a conference or convention requires financial resources. These are raised through admission or convention fees, through contributions made by the business or organization holding the conference, through income from rental of space from display booths, through sponsorship revenues and the like. In turn there are the costs of administration, rental of space for the convention and rental of all technical services required. Around a convention there are a number of other events that are organized, such as dinners and special tours.

Besides the payment of a fee, participants might be asked to pay additional fees to attend these events: these payments as well as all other payments of participants as visitors during their stay in such territory (including those expenditures of their accompanying parties) is the tourism connection of the Meetings Industry. INRouTe suggest to measure such payments as a first step of a more complete measurement of the tourism contribution of this industry as mentioned in this chapter.

19. Measuring the tourism connection of the Meetings Industry at subnational levels has been a pioneer effort carried on by UNWTO with the support of a set of Australian researchers grouped under the Sustainable Tourism Cooperative Research Center (STCRC). More recently, the Regional Government of Andalucía and Austria have carried on a research on this topic as explained in [Annex 28](#) and [Annex 29](#).

20. In the following paragraphs the attention will be given to the core statistical information to be compiled in line with previous paragraphs. In order to measure the tourism connection of the Meetings Industry, the following sets of data and indicators are needed:
- Identification of the number of meetings held according to some characteristics of them
 - Measurement of the number of inbound and domestic visitors who attend meetings as participants as well as their accompanying parties (either as their principal or secondary purpose of the trip) according to some characteristics of the trip and themselves;
 - Measurement of expenditure of meeting participants and their accompanying party according to such characteristics
 - An estimate of employment generated by the meetings held

Such information should be obtained from the Meetings Industry associations and organizers, using supplementary sources, if needed. **section Table** layouts highlight the type of recommended data to be obtained in a first approach, for the proper measurement of the tourism connection of meetings industry at regional and sub-regional levels.

A.3.1 Demand-side perspective

The following concepts are central for that purpose:

Meeting venue

21. In a first approach, it is suggested that only meetings that take place in contracted venues, where payment has been made (including payment in-kind) for the use of the facilities, should be considered.
22. The venues that are included are those offered commercially for hosting activities as well as universities' meeting facilities and corporate or association facilities, insofar as they are offered against payment of a fee. Venues that are used for in-house meetings, however, should be excluded from measurement due to the difficulties in data compilation and the absence of an explicit payment.
23. A basic classification of meeting venues would include:
- Congress hall
 - Congress and convention centres
 - Congress and convention centres with hotel accommodation
 - Hotel or resort with meeting facilities
 - University
 - Other venues, not specifically built for meetings, which have facilities that are used for meetings

Meeting participant

24. In principle, any person who attends a meeting for any given purpose is treated as a meeting participant. However, a distinction should be made between meeting participants in a strict sense, or meeting delegates, and persons who may attend a meeting for different purposes, such as meeting exhibitors or representatives of exhibiting firms, who play a distinct, supply-related role in the organization of a trade exhibition.

25. INRouTe suggest adopting the strict definition of meeting participant as a standard for data compilation, a definition that is closely related to a demand-side perspective. Additionally, to meeting participants themselves, some aggregates should also refer to persons that travel with the meeting participant and constitute a unique expenditure unit: the travel party. Some of the data that will be collected will also refer to participants and their accompanying parties.

Regarding categories of meeting participants in a given region, the fundamental distinction in order to estimate the corresponding tourism connection is related with the concept of regional tourism (see [Glossary/ regional tourism](#))

Accordingly, meeting participants shall be broken down according to the following categories:

- Inbound visitors – residents from countries other than the country of reference (inbound visitors to the country as a whole) as well as residents from another regions of the country of reference. In both cases, it should also be included, if that would be the case, persons who form part of the same travel party.
- Domestic visitors – residents in the region of reference (who travel for tourism purposes outside their usual environment which is located in such region, and optionally those who form part of the same travel party.
- Non visitors – local area residents (persons who attend a meeting within their usual environment) as well as non-residents that are in the place visited in order to perform some work and being paid locally for that, without having become an usual resident.

Additionally, other characteristics may be used to classify meeting participants, such as basic demographic characterization, country or place of residence, status in employment or occupation, in accordance with the relevant international standard classifications.

International meeting

26. An international meeting is defined as a meeting in which a minimum of 20% of participants are residents of at least one country other than the meeting's host country.

Meeting size and duration

27. It is recommended that data be collected on all meetings with at least 10 participants, and that last for a minimum of four hours or half a day.
28. *Meeting participants and their accompanying party's expenditure* represents the core of relevant data for a first estimation of the tourism connection of the Meetings Industry.
29. Estimating such expenditures requires obtaining reliable estimates of average expenditure per meeting participant and the corresponding travel party, based on ad-hoc sample surveys, in combination with estimates of the total population of meeting participants reference period.

A.3.2 Supply-side perspective

30. The basic concepts are limited to
- employment in establishments belonging to the *core Meetings Industry* and employment (jobs) generated by the meetings held; both type of data will refer to the corresponding territorial level (region or local), and
 - quantification and characterization of meeting venues and capacity.

31. Other type of data (such as output, value added or remuneration of employees) are much more complex to obtain.

A.4 Table Layouts

A.4.1 Demand-side perspective

32. As mentioned in the previous section, the basic concepts related to the measurement of the tourism connection of the Meetings Industry imply that monetary and non-monetary data and indicators should be gathered. While monetary statistics should refer both to the participant as well as to the accompanying party, non-monetary ones include a great variety of data showing the importance of meetings held in the reporting territory.

Either for a regional or a sub-regional territorial entity, the tables proposed in this section should be considered as a minimum proposal for a first approach to measure such connection.

33. The main non-monetary data can be summarized as follows:
 - number of meetings held in the reporting territory, by type, size and duration of meetings;
 - number of participants in such meetings, by categories of participants and type of meeting;
 - number of other individuals travelling with the meeting participant
 - total number of individuals and overnights of travel parties associated to meetings held in the reporting territory
34. Meeting participants and their accompanying party's expenditure relates to total expenditure directly connected to the participation in meetings held in the reference territory and period.
 - The scope of expenditure to be covered includes all goods and services purchased which are directly related to the participation in the meeting and stay (in the case of visitors). This should include, indicatively, the following items:
 - Transportation to and from the place where the meeting is held, from the participant's place of residence;
 - Accommodation and meals during the length of the meeting;
 - Goods purchased in the municipality where the meeting is held during the length of the meeting;
 - Meeting registration fees;
 - Special events connected with the meeting, such as dinners, optional visits, and others;
 - To the extent possible, the expenditure covered will also include, as a separately identifiable section, expenditure related to any extra days spent visiting the reference country as part of the same trip, whether these visits take place before or after the meeting.
35. From the demand-side perspective, the basic statistical sources to be used include official statistical surveys (basically accommodation and regional / local visitors' surveys), as well as ad-hoc sector specific surveys addressed to meeting participants; also data reported by meeting venues/organizers are the only ones that can provide data for table 12. The robustness and completeness of the analysis will essentially depend on the sources available, their quality and the type of data that can be derived from them.

36. If reliable statistical regional and sub-regional data of visitor flows are available, and the questionnaires include expenditure modules as well as a specific category within the description of the purposes of travel that allows identifying meeting participants (whether as a main purpose or as a secondary purpose) and their accompanying party, then identification of the meeting participant segment of the visitor population and tabulation of the expenditure vectors to compile table 13 and table 14 could be obtained.
37. It should also be recalled that the definition of “meetings” that is used in this chapter might differ from what visitors consider as “meetings” in the official classification by purpose of the trip (as mentioned in the IRTS 2008 official document and referred in [chapter 3](#) and [chapter 4](#))), so that it might be necessary to collect additional information in those territories where meetings are relevant by further subdividing the main or secondary purpose of the trip when identified as “business / professional purpose” into “attending meeting, conferences or congresses”, “trade fair and exhibitions” and “other business and professional purposes”.
38. The latter, however, depends on the availability of samples of meeting participants that are sufficiently large so that reliable estimates of the population of meeting participants and their expenditure vector can be obtained by those surveys already mentioned.
39. Even if official tourism flow surveys are available, ad hoc meeting participant surveys are basic for measuring the meetings industry and the corresponding tourism connection at regional and sub-regional territorial entities: they play an essential role in terms of facilitating the collection of large samples of meeting participants and therefore are potentially producers of reliable estimates on their expenditure and travel patterns.

Table 8 Number of meetings held, by type of activities

Type of activities	Number of meetings held
1. Congresses	
2. Conventions	
3. Conferences	
4. Seminars	
Subtotal	
5. All other type of meetings	
Total	

Table 9 Meetings participants and other individuals travelling with them (travel party): number and overnights, by type of activities

Travel Party					
Type of activities	Meeting participants		Other individuals travelling with them		Average size of the travel party
	Number	Overnights	Number	Overnights	
1. Congresses					
2. Conventions					
3. Conferences					
4. Seminars					
Subtotal					
5. All other type of meetings					

Table 10 Meetings participants' key basic data and indicators according to forms of tourism

Forms of tourism	Meeting participants (1)	Travel party			Associated expenditures		
		Other individuals travelling with them (2)	Average size of the travel party (3)	Overnights (4)	Average expenditure per participant per day (5)	Average expenditure of the travel party	Total expenditure (7)
Inbound visitors Domestic visitors Non visitors: Local area residents other non-visitors							
Total							
Data sources	-	Data reported by meeting venues/organizers		Accommodation surveys	- Meetings industry ad hoc surveys - Official regional/local visitor surveys		

A.4.2. Supply-side perspective

40. If the Meetings Industry is relevant in a given territorial entity, it would be of interest to gather some basic data and indicators of the establishments providing those goods and services necessary to held such events: such information would be included in table 15 and table 16.
41. The compilation of table 15 should include data derived from national sources under the responsibility of National Statistical Offices: service sector annual surveys as well as Business registers data. In any case, also the Meetings Industry associations could help in checking consistency of such data and completeness of official registers for developing such census, as well as cooperate in gathering information of the meetings held in such venues and relevant characteristics of them.
42. Table 16 presents number of venues in the territory of reference and some basic characteristics (capacity). In accordance with the proposed definitions of meeting venue data should refer only to commercial meeting venues, meaning those that are commercially offered and that charge a rental fee for holding meetings. It therefore excludes meeting spaces for internal use, located within the premises of corporations or other institutions. The Meetings Industry associations could help in obtaining such list (which should be ideally a census regularly updated) and cooperate in gathering regular information about their activities held.
43. Both the number of venues and their size, in terms of total number of persons that they can accommodate in normal use and area, are of interest and should be provided. Ideally, these data should be completed by information on actual use (number of days and potential number of participants) and provide break down by region/major congress cities.

Table 11 Meetings industry: establishments and employment generated by type of activities

Types of activities	Number of establishments	Number of jobs in those establishments			Jobs generated by the meetings held		
1- Specialized meeting organizers 2- Convention centers, congress and exhibition halls 3- Incentive houses and destination management companies 4- Convention and visitor bureaux							
Total							

Note: this typology is based in the ISIC Rev.4 classification of all economic activities because data obtained should be based in official statistics. In due time, all other sets of basic data and indicators presented in table 13, table 14, and table 15 will also use ISIC Rev.4

Table 12 Meeting venues by type and capacity

Type of venue	Number	Total capacity (m2)	Total capacity (number of participants)
1. Congress and convention halls 2. Hotels 3. Universities 4. Trade exhibition halls 5. Other venues			
Total			

B. Vacation Homes

B.1 Introduction

44. For many years and still in many circumstances, tourism statistics and analyses have focused on visitors staying in hotels or other forms of collective accommodation. It was not that staying at private accommodation was not accounted for, but it was considered as a rather marginal phenomenon, that did not have much importance and, therefore, could be neglected without generating major biases in the analysis.
45. Nevertheless, things have changed. There are statistical evidences of the increasing importance of second home ownership by non residents. A few examples will be shown here: that of Europe as a whole, that of France, that of Spain, and that of the United Kingdom. Whereas France and Spain are “destination countries”, that is, countries in which the ownership of vacation homes by non residents is relevant, the United Kingdom is rather an “originating” country as United Kingdom residents are important owners of vacation homes abroad and in particular in the two above mentioned countries. Other cases are also known to be important (for instance, the ownership of vacation homes by United States and Canada residents in many Caribbean islands).
46. The approach to measure vacation homes that are owned by non-residents in a given country has been traditionally the focus used by National Statistical Offices and International Organizations such as UNWTO (Libreros (2010) and Cañada, (2010)), Vacation home ownership in a globalized World, Working Paper, UNWTO, Madrid; in fact, tourism as an international traded service is an increasing issue of interest for National Accounts and Balance of Payments officials. For them, the main practical obstacles for the

proper measurement of such phenomenon, arise from various factors both on the supply and on the demand side:

- From the supply side, the measure of the stock of vacation homes and its change over time needs to be done, using Population and Housing Census or administrative data, or any other available source.
- From the demand side, experience has shown that demand side sources (specific surveys of tenants, tourism surveys) are also necessary to collect data like time of using (length of vacation periods) and detailed expenditures linked to those dwellings

From a subnational perspective, the measurement of vacation homes imply, in the case of the demand side measurement a very different focus and interest than at the national level; in fact, the focus on regional tourism (see [Glossary/regional tourism](#)) makes the measurement of the number and characteristics of vacation homes (including the ownership by residents and non-residents) the first priority.

Due to the fact that for a given region, the concept of inbound tourism includes both residents of countries other than the country of reference (inbound visitors to the country as a whole) and residents from another regions of the country of reference, the supply side approach requires a more detailed insight. Before addressing this issue, it should be highlighted the conceptualization of vacation homes in tourism international statistical standard.

B.2 Treatment in the International Recommendations for Tourism Statistics (IRTS 2008)

47. In tourism statistics, visiting one's vacation home is considered in all cases as a tourism activity so that its measurement is germane to the measurement of tourism. This derives from the following statements:

"Tourism is defined as the activity of visitors, that is, of individuals as they take trips outside their usual environment for less than a year for any main purpose (business, leisure, or other personal) other than to be employed by a resident entity in the place visited" (IRTS 2008 para. 2.8).

48. The determination of the usual environment of a person is crucial to the definition of tourism. For this reason, the new International Recommendations for Tourism Statistics 2008 (IRTS 2008) explain what the usual environment is, and that definition is related, but not exclusively, with that of vacation or holiday homes, as they are frequently visited by their owners or long term renters. The definition used is the following:

"Each household has a principal dwelling (sometimes also designated as main or primary home), usually defined with reference to time spent there, whose location defines the country of residence and place of usual residence of this household and of all its members. All other dwellings (owned or leased by the household) are considered as secondary dwellings.

A vacation home (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure. Trips should not be so frequent and the duration of the stay so large so as to turn the secondary dwelling into the principal dwelling of the visitor" (IRTS 2008 paras. 2.26 - 2.27).

49. According to this description, not all secondary dwellings are vacation (holiday) homes. Some households may own another residence than the one in which they usually live for other purposes: (i) rent it and generate an additional income; (ii) occupy it for work purposes, etc. Only those dwellings intended to be seasonally occupied by their owner for vacation or recreation purposes are considered within the category of vacation or holiday home and are the object of the present discussion.
50. In tourism analyses, visiting one's vacation home is treated as a tourism activity: vacation homes are considered as being outside one's usual environment, irrespective of the frequency, regularity of visit or distance from the usual environment. Visiting one's vacation home is viewed as a break away from the routine of every day's life.
51. This is true, for both subsets of visitors considered in regional inbound tourism and covers both traditional vacation home ownership as well as time shares and other new forms of vacation home ownership.

B.3 Measurement issues⁵³

52. If relevant at regional or sub-regional levels, the measurement of the number and characteristics of vacation homes (including the ownership by residents and non-residents) might be a priority and requires a more detailed insight regarding the supply side measurement of such dwellings.
53. Establishing the number of vacation homes owned and used by visitors associated to the different forms of regional tourism, require the combination of different types of sources: basically owned by regional Housing censuses, housing surveys and administrative data.

B.3.1. Housing censuses

54. Persons and households may own or rent a secondary place of residence and use it for holidays, leisure and recreation purposes. It is also useful to know whether the property is owned or leased. (This refers to properties leased on a longer term basis and used for leisure or vacation purposes. It is different from accommodation services purchased from hotels and similar types of establishments).
55. It must be understood that the term vacation or holiday homes covers the ownership and lease of homes, cottages, apartments, flats and condominiums time-share arrangements that allow the use of space for limited periods of time each year, under legal arrangements that vary from outright ownership to the purchase of points that provide access to accommodation located in different places within a country or in different countries of the world, as well as other new modalities (as deeded interests or other types of contractual arrangements including those operating like a club in which the membership gives the right to use any of the properties of the club, or of any other affiliated system, abiding by the rules that have been established, there are also new modalities such as condo hotels, fractionals and private residence clubs, hotel residences, etc.).
56. Housing censuses (usually associated to Population censuses) do not only provide the actual number and physical characteristics of housing units, but also their form of occupancy, in which being used as a vacation home is specifically identified (this

⁵³ This section uses Libreros, M and Cañada, A (2010) as reference

information is obtained by co-censal surveys that are usually applied simultaneously or very shortly after a census). Nevertheless, as censuses are usually held when people are present in their main residence, it might not be possible to get further information on homes used as vacation homes, in particular on the characteristics of their owners and other users (if that could be the case) as well as the the number of days occupied by each subset along the year. Such information would be useful in order to estimate occupancy levels by non- commercial accommodation supply.

Particularly at subnational levels (more specifically in relevant tourism destinations), it would be of great interest to measure the use by such vacation homes that are rented or leased to friends and relatives

Housing census would thus provide a baseline information, that would need to be complemented by other statistical procedures, both to precise the census data (census surveys collected at the time of the census in order to collect additional information), or, collected in other periods, to provide additional information and observe changes overtime, or administrative data that might be used as a complement.

B.3.2. Housing surveys

57. Perhaps other housing surveys are usually conducted in current, non census periods, in order to give a follow-up to the stock of housing units and their characteristics. The design of those surveys might also be such so as to aim at collecting information that the census could not provide.
58. In such a context, some countries or regions (particularly tourism regions, but also those in which the housing shortage is relevant and is coupled with a high number of vacant units) might decide to develop special survey operations in order to get a deeper insight into the characteristics of units within the category of vacant housing units. In such cases, the operations might require a specific statistical design as vacation homes are not uniformly spread over the territory. In those cases, it should be possible to determine the country of residence of the owner and the use of such dwelling all over the year.

B.3.3. Use of administrative data

59. Fiscal sources can also provide relevant information to identify and provide some characteristics of second homes owned both by residents and non residents (there are different experiences in major national tourism destinations such as France and Spain that are particularly interesting in that respect.
60. Such sources (FILOCOM in France and Catastro in Spain) have been used for a great variety of uses and in particular in order to determine the number of dwellings that are not the main dwelling of a household, and the place of residence of the owners of such dwellings classified at a great geographical detail, and providing also a possible estimate of its rental value.
61. The coverage is that of all housing units that are subject to the housing tax, and the information that is included covers the characteristics of the housing units, the mode of occupancy of the unit; the characteristics of the occupants of main residences; the characteristics of the owners and the movements of properties.

62. Using such sources is possible to determine those housing units that are not the main residence of their occupants, and as the place of residence of the owner is known, it is possible to establish those owned and used by visitors associated to the different forms of regional tourism. These secondary residences might not be all vacation homes, but the difference between both might be very small.
63. The benefit of using such type of exhaustive sources is that the information is readily there, and has a total coverage; nevertheless, an important statistical work is required to make this source compatible with census data.

A related type of experience using administrative data instead of surveys to set up housing censuses is the case of Sweden's 2011 Population and Housing Census

Sweden Statistical Office decided by 2008 to such Census should be totally register-based.

In earlier Population and Housing Censuses the general public and property owners have had to provide information by filling in and sending in questionnaires. It has however in recent Censuses been possible to use increasing amounts of information from administrative register-based sources. Future Censuses, of which the first is planned for 2011, will be based entirely on information from different administrative sources. This means the general public will not be required to fill in questionnaires, nor from now on will property owners have to provide information about the buildings and dwellings they own.

In order to undertake the first Population and Housing Census in Sweden based on administrative sources, a register of dwellings and a register of housing units is needed. All those who live in multi-dwelling buildings will be updated in the population register with a dwelling number. Data from this and other registers, as Statistics Sweden's register on employment, occupation, education, income and wealth, plus the geographical database of Census 1990, will be presented in the form of current statistics on the population, households and dwellings.

C. Special Events

64. Clearly there is a link between tourism and events; those who attend or participate in an event are basically visitors (tourists or same-day visitors). From a tourism point of view, events can be considered as attraction the same as others.

Attending an event (a concert, museum exhibitions, sportive match, etc.) may be a good "excuse" for visiting a city or country. They may be not the main reason for the trip, but give just the right incentive to consider to travel.

Some other events (special events) may indeed be the main reason to visit a city; this is certainly the case for "large scale" cultural, arts and sport events. Special events are basically public events mainly organized by public bodies or authorities seeking a benefit for the region in which it takes place

It should be highlighted that those arts or cultural "mega events" (either regular festivals or one-time "mega event") provide the opportunity to identify the tourism connection which is not just about measuring characteristics of visitors and their trips, but also about socio-cultural impact of such events in the resident population hosting the event. As already mentioned in chapter 8 of this document, linking tourism and culture is a promising path in relation with the measurement of regional tourism

Because tourism is about visitors, part of the spectators of such special events qualify as visitors; it is relevant to distinguish between residents in the region of reference or foreigners; also about the economic and non-economic effects they procure.

65. Public support to special events is often predicated on positive effects, including the economic impacts of spectator spending and “spin-off” benefits for the host region; however, there is an extensive body of evidence that suggests sports and culture large events can also have significant negative impacts, including financial losses and a wide range of social costs including environmental costs associated with event staging (constructing ad hoc infrastructure).
66. Measuring the economic effects (which are the easiest to quantify) require special demand side surveys due to the fact that conventional surveys and official statistics are basically not suited for such type of exercises: nor the period of the event to measure (basically they last for less than a month), nor the territorial entity in which it takes place (cities or other type of sub-regional territorial entities) are considered in official statistics. Nevertheless, regional official statistics (derived either from national or regional surveys) provide an information background to be used for such purposes

A common approach to economic impact analysis of such events is to measure the expenditure inflow from spectators that qualify as visitors to the region or tourism destination hosting the event; such measurement refers to the direct impact and is usually based on surveys addressed to those spectators associated to different forms of regional tourism (see [Glossary](#)). Organizers of the event can provide a precise figure or an estimate of the total number of spectators (depending if the acquisition of tickets is a prerequisite to attend the event)

Such surveys (including both quantitative and qualitative type of questions) might supplement the UNWTO proposed basic questions to measure flows and expenditure associated to inbound tourism (see UNWTO IRTS Compilation Guide) regarding some characteristics of the trip (basically overnights and expenditure) as well as the itinerary of the trip (in order to estimate both out-of-town visitors days and expenditure) and main and secondary activities carried on while at destination (in order to develop visitor’s profiles)

But there are other components of expenditures that should also be measured if the objective would be to estimate a more precise measurement of the overall economic impact of such events: ticket sales, media and sponsorship, tourism sector establishments, etc. Also direct participants on the event might account for a significant level of total expenditures (for instance in the case on Americas Cup).

Basic data and indicators derived from such measurements (which might not be official nor statistical) should be integrated in the third component of the [Regional Tourism Information System \(R-TIS\)](#)