

Global Actions Fostering the Tourism Satellite Account and Measuring the Sustainability of Tourism

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UN Tourism





Tourism and its statistics

From vacation to economic sector

- Accommodation
- Food and beverage services
- Passenger transport: air/water/rail/road
- Transport equipment rental
- Travel agencies
- Cultural services
- Sports and recreation services

Visibility and credibility

Building on existing frameworks, statistical infrastructures

UN Tourism's mandate

“To collect, to analyse, to publish, to standardize and to improve the Statistics of Tourism, and to promote their integration within the sphere of the United Nations system”

United Nations General Assembly
Resolution A/RES/58/232



UN Tourism General Assembly

UN Tourism Executive Council

UN Tourism Committee on Statistics

Co-chairs: Austria, Saudi Arabia, vice-chairs: Costa Rica, Portugal
Secretariat: UN Tourism Statistics, Standards and Data Department

Ministries of Tourism, NSIs, destination managers,
International Organizations

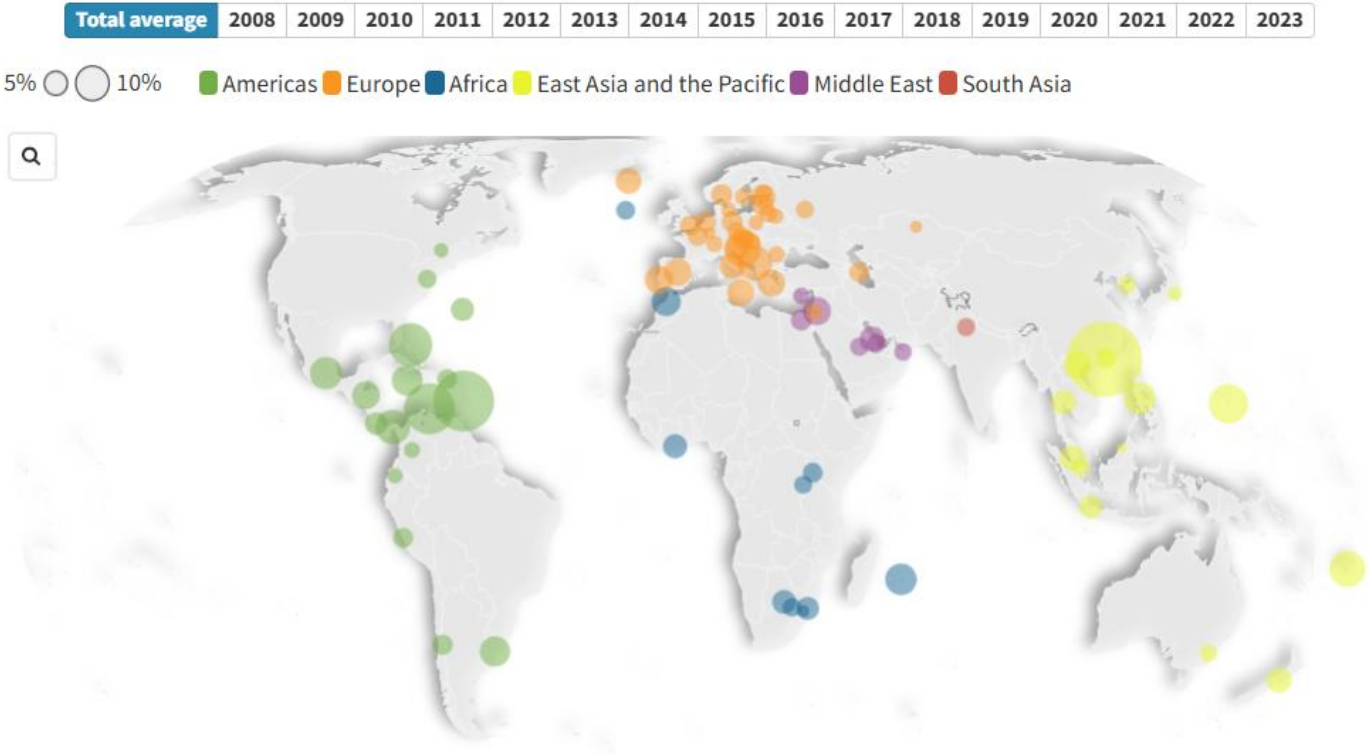
UN General Assembly

UN Economic and Social Council

UN Statistical Commission
Secretariat: UN Statistical Division

Tourism Satellite Account

Tourism Direct GDP as a proportion of total GDP (in percent)
SDG indicator 8.9.1



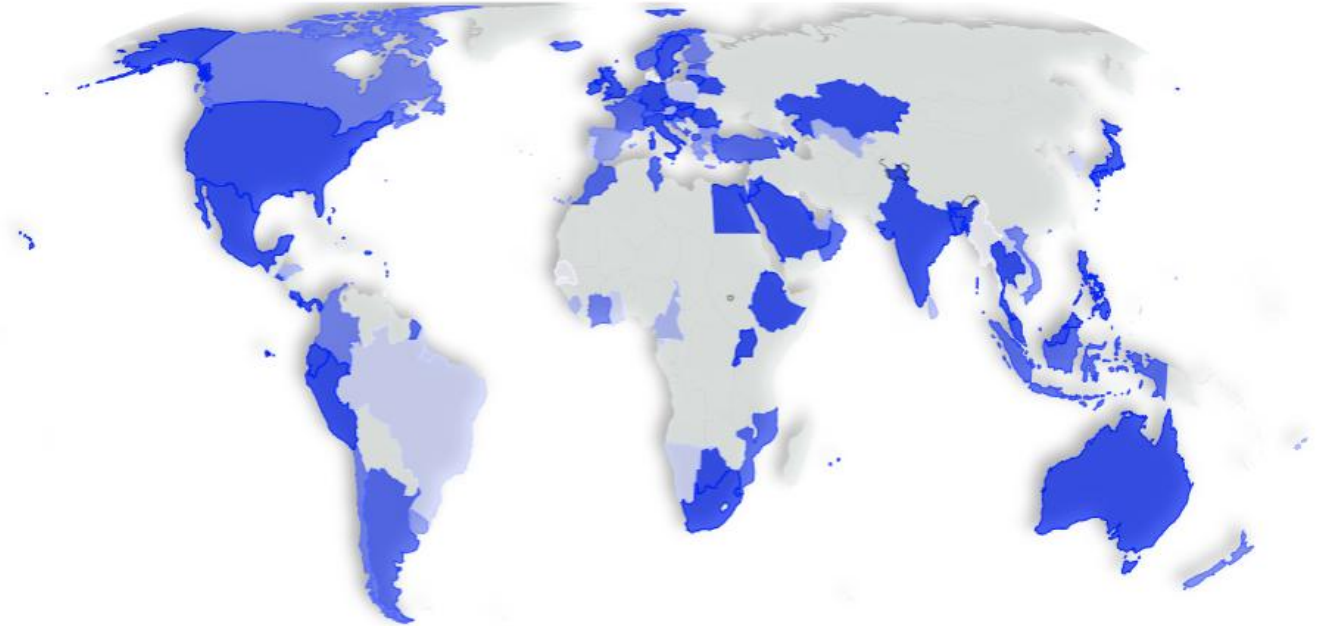
Source: Data compiled from countries by UN Tourism through annual statistical questionnaires.
Note: The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the UN Tourism.

Tourism Satellite Account

Implementation of Tourism Satellite Accounts (number of tables for the latest available year)

SDG indicator 12.b.1 [TSA]

1  7



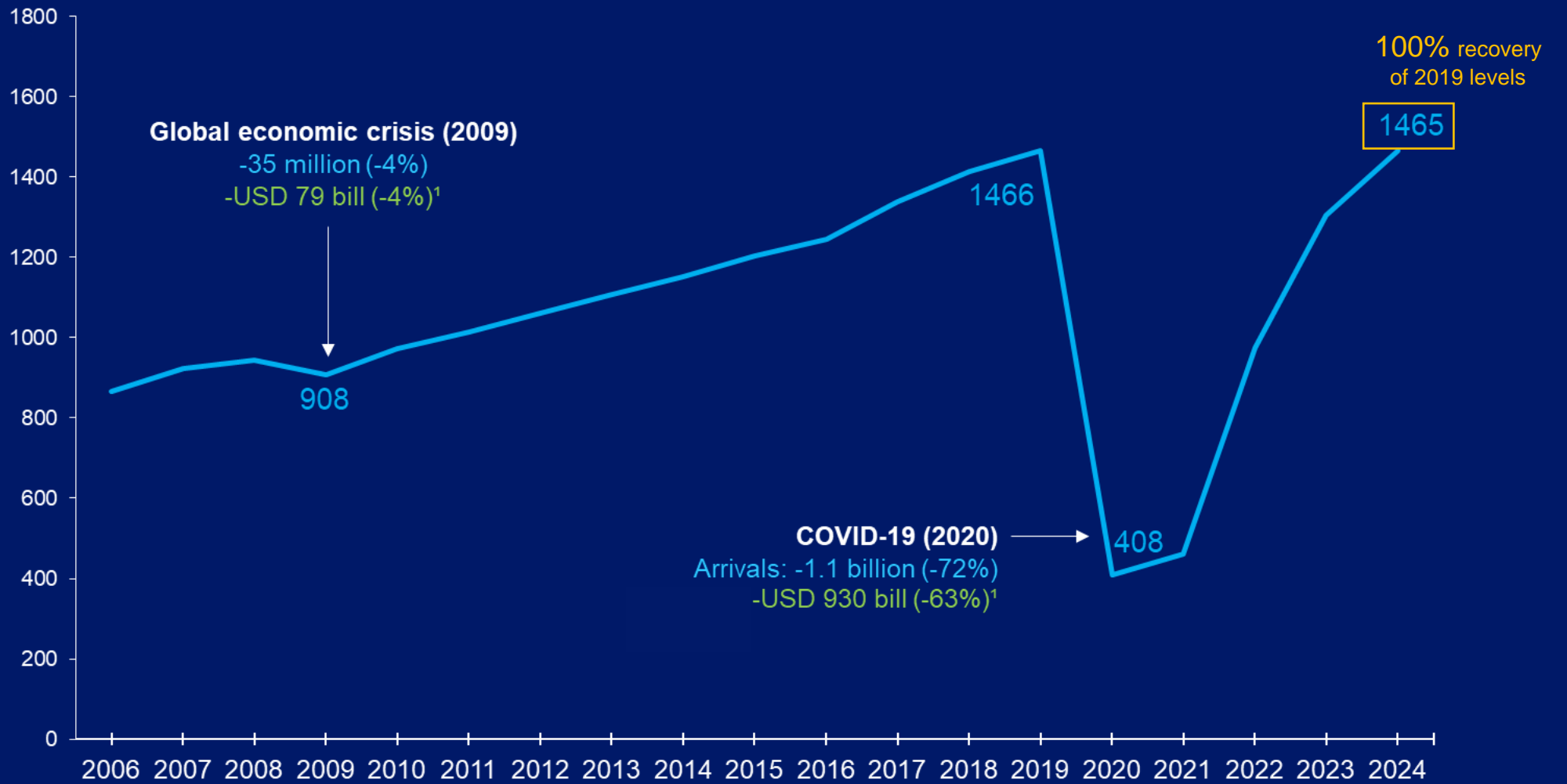
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A new chapter



Inbound
tourist arrivals
Millions



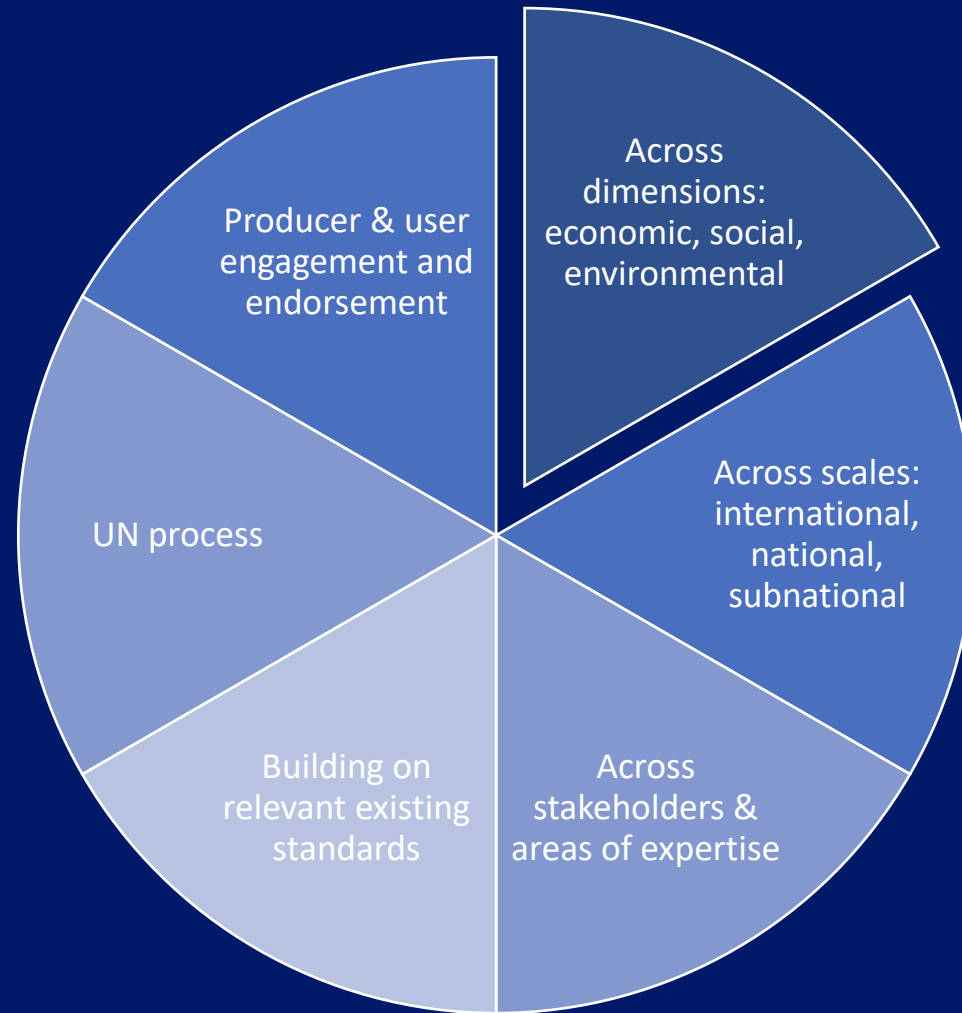
Source: World Tourism Organization
(UN Tourism)
(Data as of May 2025)
* Provisional data



UN Tourism

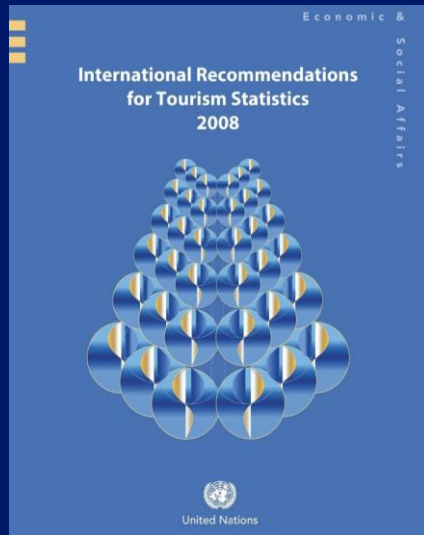


A 360° approach



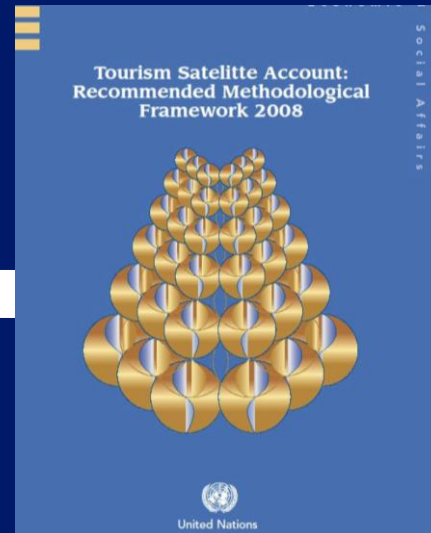
Expanding the scope of tourism statistics

Basic statistics



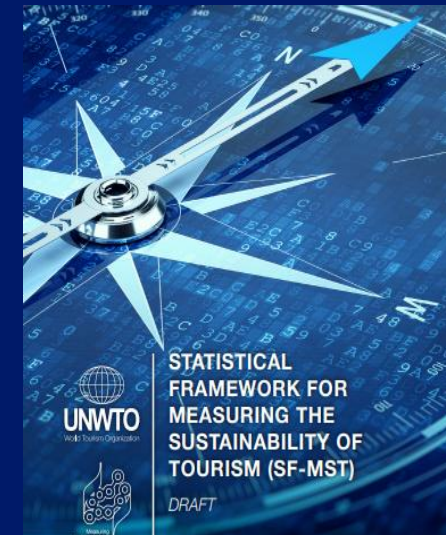
Visitor flows & characteristics
Tourism expenditure
Tourism industries

Tourism Satellite Account



Tourism Direct GDP
Value added of industries
Jobs

Economic, Social, Environmental



Emissions, water, energy, waste, land
Decent work, resident perceptions
Seasonality, business characteristics

Shared ownership

Developed by Expert Group on MST + Editorial Board
Chaired by Austria + Chaired by Canada and the Philippines

Under leadership of UN Tourism Committee on Statistics with Austria and Spain as co-Chairs

Adopted by the UN Tourism General Assembly at its 25th session

Endorsed by the UN Statistical Commission at its 55th session, supporting interventions:

- 34 countries
- 3 regional joint statements: Africa (voiced by Benin), European Statistical System incl. European Union and its Member States and EFTA countries (voiced by Finland), Gulf Cooperation Council (voiced by Saudi Arabia)

Recognized by UN Chief Executives Board as beyond GDP example

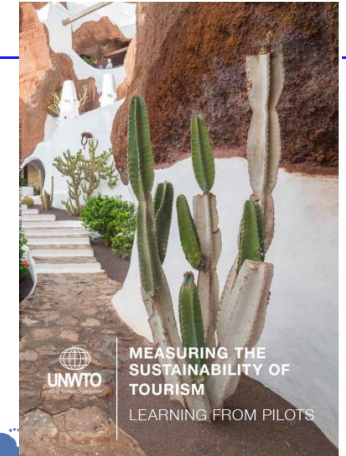
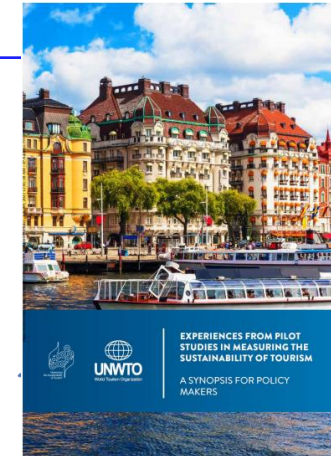
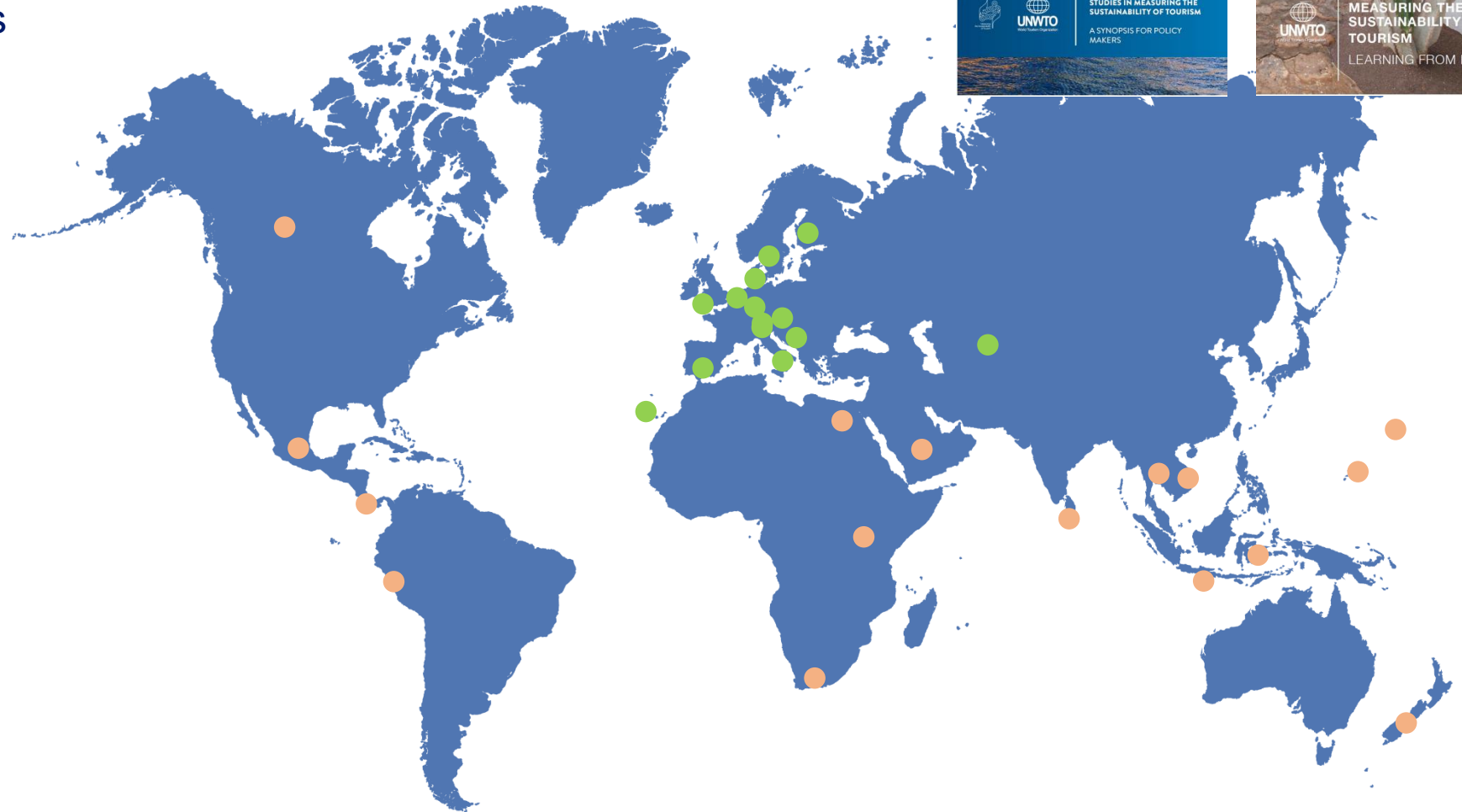


Pilots to test relevance and feasibility

14 with a subnational focus
(some of them combined with national level)

17 with a national focus

Austria, Canada, Costa Rica, Croatia, Denmark, Egypt, Fiji, Finland, Germany, Indonesia, Italy, Kyrgyzstan, Mexico, the Kingdom of the Netherlands, New Zealand, Peru, the Philippines, Samoa, Saudi Arabia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Uganda, Viet Nam + the subnational regions of Wales (UK) and the Canary Islands (Spain) and the region of the Pacific



Indicators for international comparability



Indicator 8.9.1: Tourism Direct GDP as a proportion of total GDP and in growth rate

Indicator 8.9.2: Employed persons in the tourism industries
(**NEW** since March 2025)



Indicator 12.b.1: Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability

<https://www.unwto.org/tourism-statistics/economic-contribution-SDG>

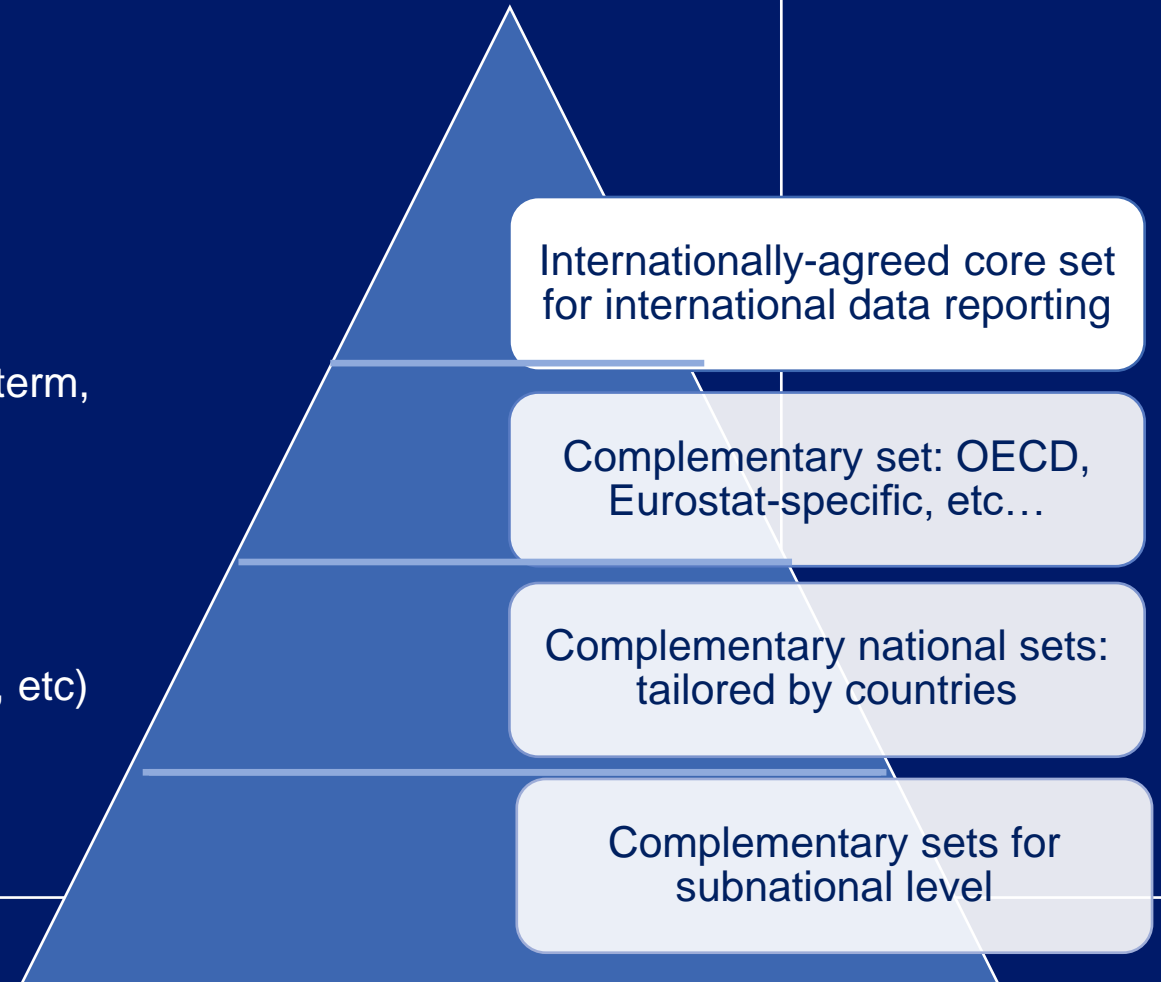
Indicators for international comparability

Core set :

- One common list of 10-15 indicators covering the 3 dimensions in a balanced way
- For international comparability purposes
- To expand UN Tourism's statistical database
- Feasible in a majority of countries in the short-medium term, while aspirational for long term
- Potential to work with proxies

Complementary sets :

- Tailored to policy priorities and data realities
- Greater richness in terms of disaggregation (by industry, etc) and granularity (spatial/temporal)
- May allow/require more sophisticated data sources





Looking ahead

Frameworks

Revision of International Recommendations for Tourism Statistics (2008) and Tourism Satellite Account: Recommended Methodological Framework (2008)

Why? Revisions of SNA, BPM, ISI, CPC, MSITS, etc.
Measurement issues
Heightened user needs

How? User centered yet pragmatic
Collaborative

Implementation

Compilation of good practices
Capacity development
Compilation Guides

Expanding international datasets

Core indicators/aggregates



Thank you
Hvala lijepa



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