Indicator	
14	Volume of tourism.

Measurement	
14.1	Overnight stays in tourist accommodation.

What should the measurement tell us?
At its most elemental, tourism is about numbers – numbers of visitors, numbers of cars, numbers of flights, numbers of hotels, apartments and campsites, numbers of restaurants, clubs and cafés. It is also about the impact of those numbers, whether it is negative (an increase in CO_2 emissions, water consumption, energy use, waste and litter, a decline in ecological and cultural diversity)_or positive – (more jobs, more money, more opportunities, more social inclusion, more stable and prosperous communities).
This measurement is the necessary first step in an assessment of the relative weight of all those numbers and, therefore, of the relative benefits of tourism itself. We simply want to know whether the volume of tourism at the coast is increasing, stable or decreasing. For contextual reasons, we also calculate the national trend.

Parameters	
(i)	Annual number of overnight stays in tourist accommodation at national level *by* residents and non-residents.
(ii)	Percentage year-on-year change in the number of overnight stays in tourist accommodation at national level.
(iii)	Number of overnight stays in tourist accommodation in coastal destinations as a proportion of all overnight stays by tourists within the wider reference area.
(iv)	Number of overnight stays in tourist accommodation in non-coastal destinations as a proportion of all overnight stays by tourists within the wider reference area.
(v)	Percentage year-on-year change in the number of overnight stays in tourist accommodation at both coastal and non-coastal destinations within the wider reference area.

Coverage	
Spatial	Temporal
Coastal destinations.	Minimum of at least five years.

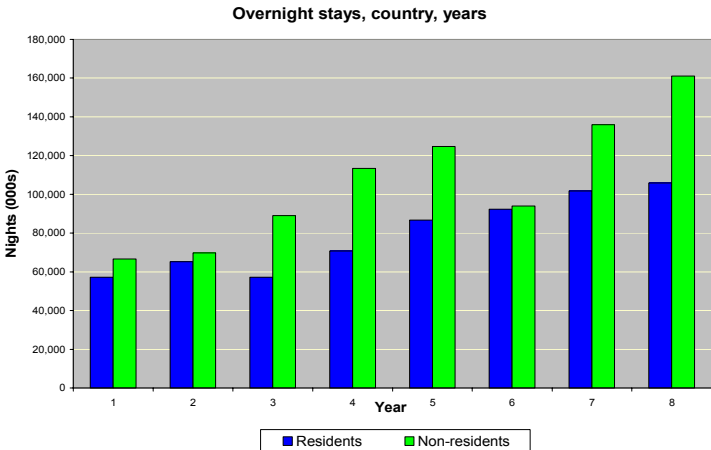| Data sources |
|---|
| Under the EU Directive on tourism statistics, adopted in November 1995, all member states must regularly report a specified range of statistics to Eurostat, the statistical office of the European Community. Included in these statistics is the number of overnight stays in tourist accommodation.[1] The data are provided by national or regional tourist organisations who obtain them from a sample of hotels, guest houses, inns, etc., which have been recruited for that purpose. (Beware of subtle differences in definition - we want to measure the number of 'overnight stays' [or simply 'nights'] and *not* the number of 'visits' or the number of 'visitors' or the number of 'trips'.)

Most countries also sample visitors (via household surveys, telephone and face-to-face interviews, etc.) in order to ascertain the purpose and destination of a visit, the origin of the visitor, how much money was spent during the visit and so on.

'Visitors' (often used interchangeably with 'tourists') are usually separated into four categories according to the purpose of their trip: visit on business, visiting friends or relatives, holiday visit, and any other reason (such as shopping or health reasons). We are primarily interested in holiday tourism. Each category is sub-divided into 'domestic' and 'abroad' (or 'resident' and 'non-resident'). We want to capture data about both domestic *and* foreign visitors.

Ideally, therefore, we want to source information about the number of overnight stays by both domestic and foreign tourists, sub-divided by purpose of visit and destination. It is unlikely that such data is readily available but you should check with your national statistics office or tourist board. The UK Occupancy Survey for Serviced Accommodation, for example, assigns tourist accommodation to one of four destinations: Seaside; City/Town; Small Town; Country/village (although it does not include purpose of visit). However, even if the information has not already been compiled for the coastal zone (as it has been for the UK) it should be possible to make the calculations yourself using the data from the monthly returns.

For contextual purposes, the trend in the volume of tourism at national level can be obtained from Eurostat. |

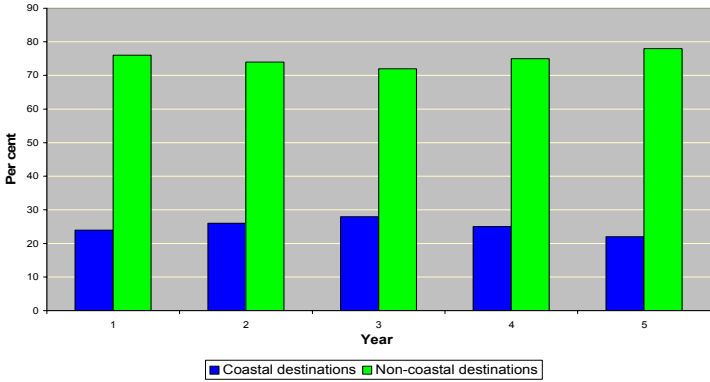| Methodology	
Steps	**Products**
1 Go to europa.eu.int/comm/eurostat/. Under *Long-term indicators* click on *Industry Trade and Services, Tourism* and *Nights spent in hotels and similar establishments* successively. There are two tables, one for residents and one for non-residents. Extract the number of nights for each category for the country in question.	Annual number of overnight stays in hotels and similar establishments for the country in question for at least five years *by* residents and non-residents.
2 Repeat step 1 for *nights spent in other collective accommodation establishments.*	Annual number of overnight stays in other collective accommodation for the country in question *by* residents and non-residents.

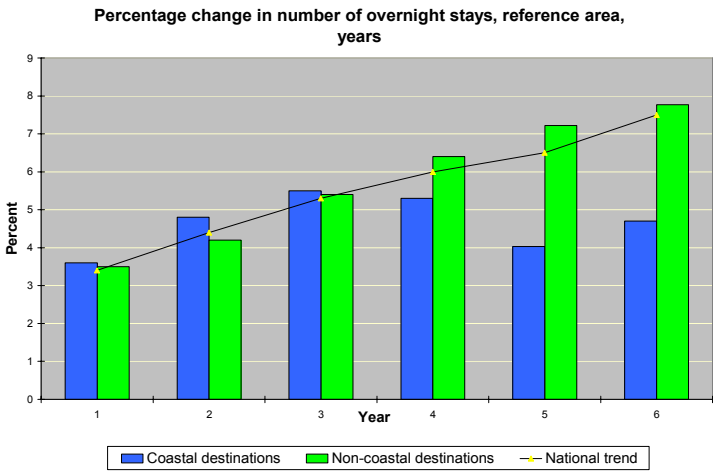|		
3	Add the number of residents in step 1 to the number of residents in step 2; add the number of non-residents in step 1 to the number of non-residents in step 2.	Annual number of overnight stays in all tourist accommodation at national level *by* residents and non-residents (graph 1).
4	Combine the annual number of overnight stays by residents in all tourist accommodation at national level with the number by non-residents.	Total annual number of overnight stays in all tourist accommodation at national level for a minimum of five years.
Ask your national statistics office or national tourist board whether the figures used to compile number of overnight stays at national level are aggregated routinely by location including the coastal zone (as is the case with, for example, the UK). If not, follow steps 4 -7.		
5	Obtain the addresses of all tourist accommodation returning information on overnight stays in the wider reference area and assign each establishment to one of four destinations: coastal, city, small town, rural.[4]	Tourist accommodation returning information on overnight stays in the wider reference area assigned to one of four destinations - coastal, city, small town, rural.
6	Add together the number of overnight stays in tourist accommodation for each of the four destinations.	Total number of overnight stays in tourist accommodation for each of the four destinations within the wider reference area.
7	Add together the number of overnight stays in tourist accommodation for the three non-coastal destinations.	Total number of overnight stays in tourist accommodation for the three non-coastal destinations.
8	Divide the total number of overnight stays in tourist accommodation in coastal destinations by the product of step 5 and multiply by 100.	Number of overnight stays by tourists in coastal destinations as a proportion of all overnight stays by tourists in the wider reference area (graph 2).
9	Divide the product of step 6 by the product of step 5 and multiply by 100.	Number of overnight stays by tourists in non-coastal destinations as a proportion of all overnight stays by tourists in the wider reference area (graph 2).
10	Calculate the difference between the number of overnight stays in *coastal* destinations in year 1 and year 2, divide the product by the number in year 1 and multiply the result by 100. Repeat for year 2/year 3, year 3/year 4, etc. for all available years.	Percentage year-on-year change in the number of overnight stays in tourist accommodation at coastal destinations within the wider reference area (graph 3).

11	Repeat step 9 for *non-coastal* destinations.	Percentage year-on-year change in the number of overnight stays in tourist accommodation at non-coastal destinations within the wider reference area (graph 3).
12	Repeat step 9 for overnight stays in tourist accommodation at *national* level.	Percentage year-on-year change in the number of overnight stays in tourist accommodation at national level (graph 3).

Presentation of the data

Map 1	None
Graph 1	Bar chart depicting the trend in the number of overnight stays at national level by residents and non-residents from year 1 to year 8.

Overnight stays, country, years

Graph 2	Bar chart depicting the trend in the number of overnight stays by tourists at both coastal and non-coastal destinations as a proportion of all overnight stays in the

Overnight stays, reference area, years

wider reference region.

Graph 3	Bar chart illustrating year-on-year change in the number of overnight stays in tourist accommodation at coastal and non-coastal destinations, and at national level.
	Percentage change in number of overnight stays, reference area, years
Other	None

Adding value to the data
If possible, source information about the purpose of each visit and its destination. We would like to know, for example, whether 'holiday tourism' at the coast is declining or expanding. Again, tourists are often quizzed about the *length* of their visit. If we correlate the number of nights stayed with the number of visitors, we should be able to determine whether fewer people are staying more nights or more people are staying fewer nights. All variables should be matched against whether the visitor is a resident or non-resident.
Aggregation and disaggregation
Because the information is compiled from interviews with individual travellers, it should be possible to aggregate data at any spatial scale.

Notes

(1) An overnight stay is each night that a guest actually spends or is registered to spend in collective or private tourist accommodation.

(2) These are not cast-iron categories. Is a hotel in a port 'urban' or 'coastal'? Is an isolated cottage overlooking the sea in a 'coastal' or 'rural' location? Fortunately the number of destinations in visitor surveys is quite small and these dilemmas do not often occur. Where they do, be consistent: all establishments located in coastal NUTS 5 should be placed in the coastal category.