Glossary of visitor economy terms

UNWTO & WTTC glossary terms

Tourism
- Is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called **visitors** (which may be either **tourists** or **excursionists**; **residents** or **non-residents**) and tourism has to do with their activities, some of which involve tourism expenditure.

Travel / traveler
- Travel refers to the activity of travelers. A traveler is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveler and consequently tourism is a subset of travel.

Visitor
- Is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.
  - **Tourist (or overnight visitor)**
  - **Excursionist (or same-day visitor)**

International visitor
- An international traveler qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it.

Trip
- A trip refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips.

Outbound tourism
- Comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip.
Inbound tourism

- Comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip.

Total Contribution to GDP

- GDP Generated directly by the Travel & Tourism sector plus its’ indirect and induced impacts.

Contributions to GDP

- Direct: GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending within a country less the purchases made by those industries (including imports). In terms of the UN’s Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.
- Indirect: The contribution to GDP and jobs of the following three factors
  - Capital investment – Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
  - Government Collective Spending – Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
  - Supply-Chain Effects – Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.
- Induce: The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

Total Contribution to Employment

- The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induce contributions.

Direct Contribution to Employment

- The number of jobs generated directly in the Travel & Tourism sector.
Business Tourism Spending

- Spending on business travel within a country by residents and international visitors.

Leisure Tourism Spending

- Spending on leisure travel within a country by residents and international visitors.

Foreign Tourism Spending (Visitor Export)

- Spending within the country by international tourist for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with local inbound tourism expenditure in table 1 of the TSA: RMF 2008.

Domestic Tourism Spending

- Spending within a country by that country’s residents for both business and leisure trips. Multi-use consumer durable is not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here but is separately identified according to the TSA: RMF 2008.

Puerto Rico Tourism Company – Tourism Statistical Terms

Total Registrations or Arrivals

- Refers to those visitors that stay or are registered at least one night in a hotel, Parador or guest house (children of guests count as adults for statistical purposes). This figure must include both residents and non-resident registrations and it is completed in a monthly basis.

Non-residents registrations

- Refers to those guests registered in tourism accommodations, who have their residence in a country other than the one he is visiting.

Residents registrations

- Refers to guests, residents of Puerto Rico, registered in tourism accommodations.

Total Guests

- Record the total number of daily guests, including new guests, staying on the accommodation on a particular day. The monthly total is calculated on the basis of daily total guests.
Total Rooms Available (room-nights available)

- Stands for the number of nights each room is available for occupancy during a specified period of time, usually a month.

Total Rooms Rented (room-nights occupied)

- Refers to the number of nights each room is occupied, including the complimentary rooms, during a specified period of time, usually a month.

Average Length of Stay

- Indicates the average number of nights each guest stays in an accommodation. This figure is obtained as the relation of total guests divided by total registrations or arrivals.

Occupancy % (Occupancy Rate)

- The percentage of available rooms occupied for a given period. It is computed by dividing the number of rooms occupied for a period by the number of rooms available for the same period.

Average Daily Rate (ADR)

- An average of the monetary value for a room night stay in the accommodation during a specified period of time.

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Sources: United Nation World Tourism Organization, the World Travel and Tourism Council, and the Puerto Rico Tourism Company.