

Overview of the programme of work: recent milestones and future work

2st Meeting of the Committee on Statistics

7-8 November 2025
Riyadh, Saudi Arabia



UN Tourism



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

Implementation of the 2024-2025 PoW

Role of UN Tourism in tourism statistics

I. Standards

*Global consensus,
universal applicability*

Normative role - UN
Tourism's only
substantive UN
mandate

Developing
frameworks guided
by research and
innovation

Stakeholder
engagement

II. Capacity

*Practical
implementation
guidance + support to
countries*

Good practices
Data compilation
manuals "How to"
Capacity building
Statistical support

III. Data

*Most comprehensive
database on tourism
worldwide, and
expanding*

Country official
reporting
Validation
Database
Data products

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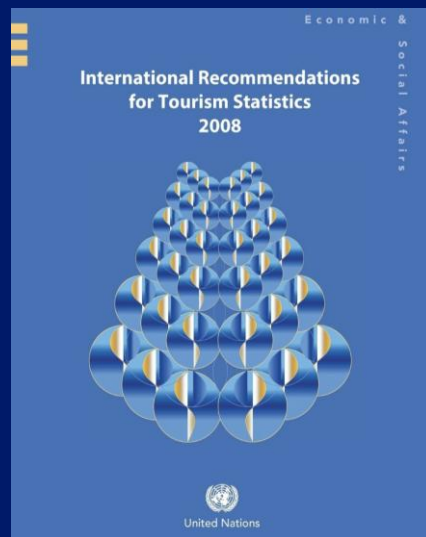
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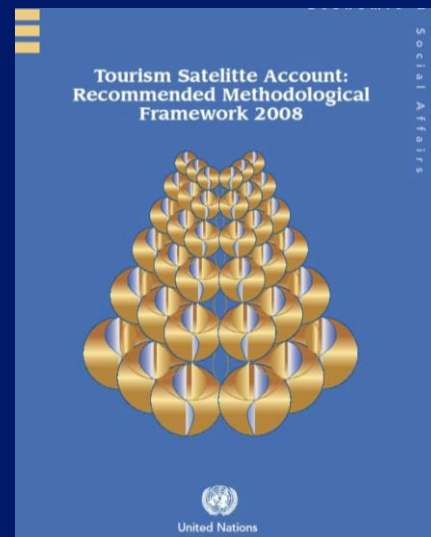
UN standards underpinning the System of Tourism Statistics

Basic statistics



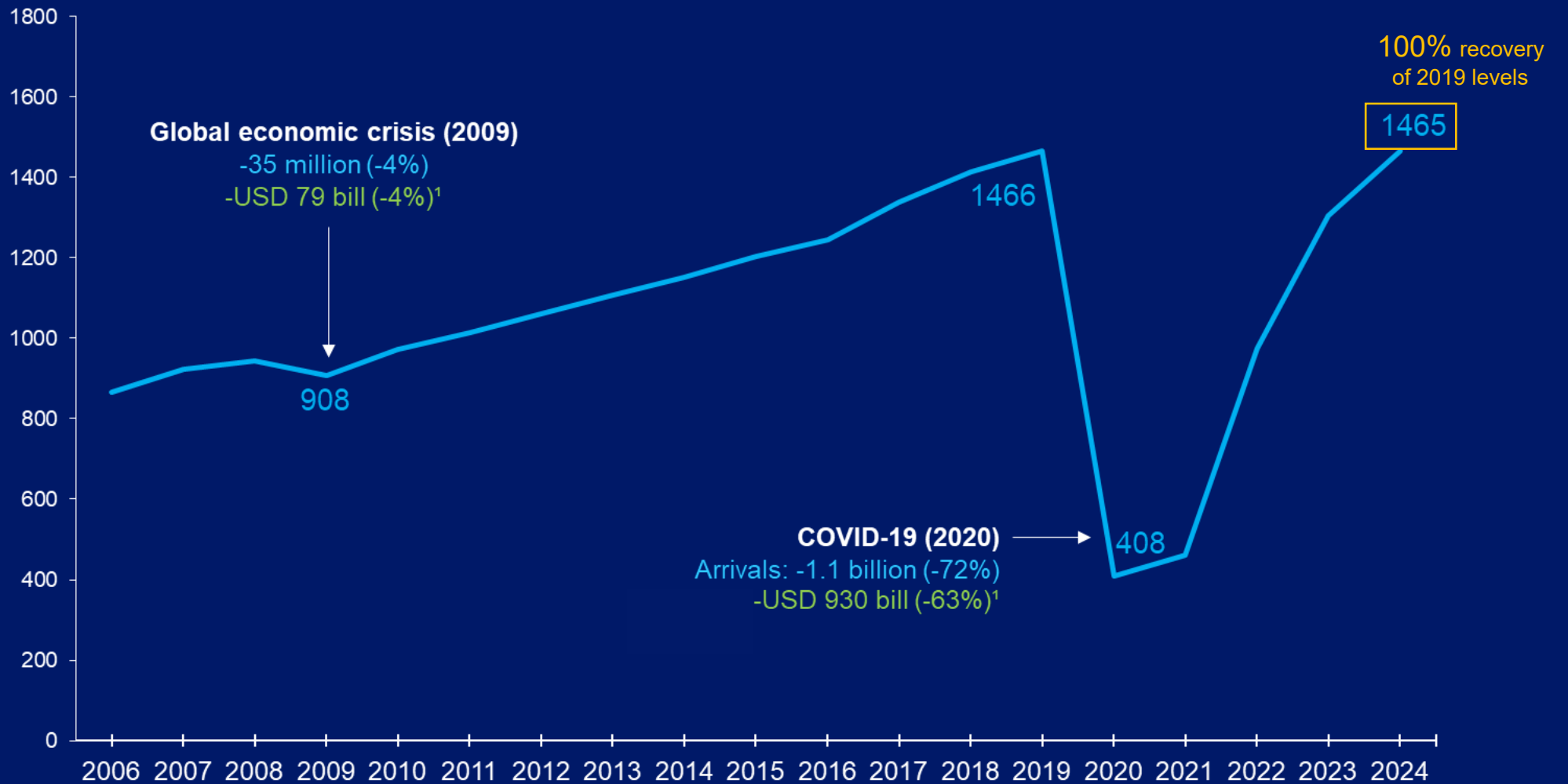
Visitor flows & characteristics
Tourism expenditure
Tourism industries

Tourism Satellite Account



Tourism Direct GDP
Value added of industries
Jobs

Inbound
tourist arrivals
Millions



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



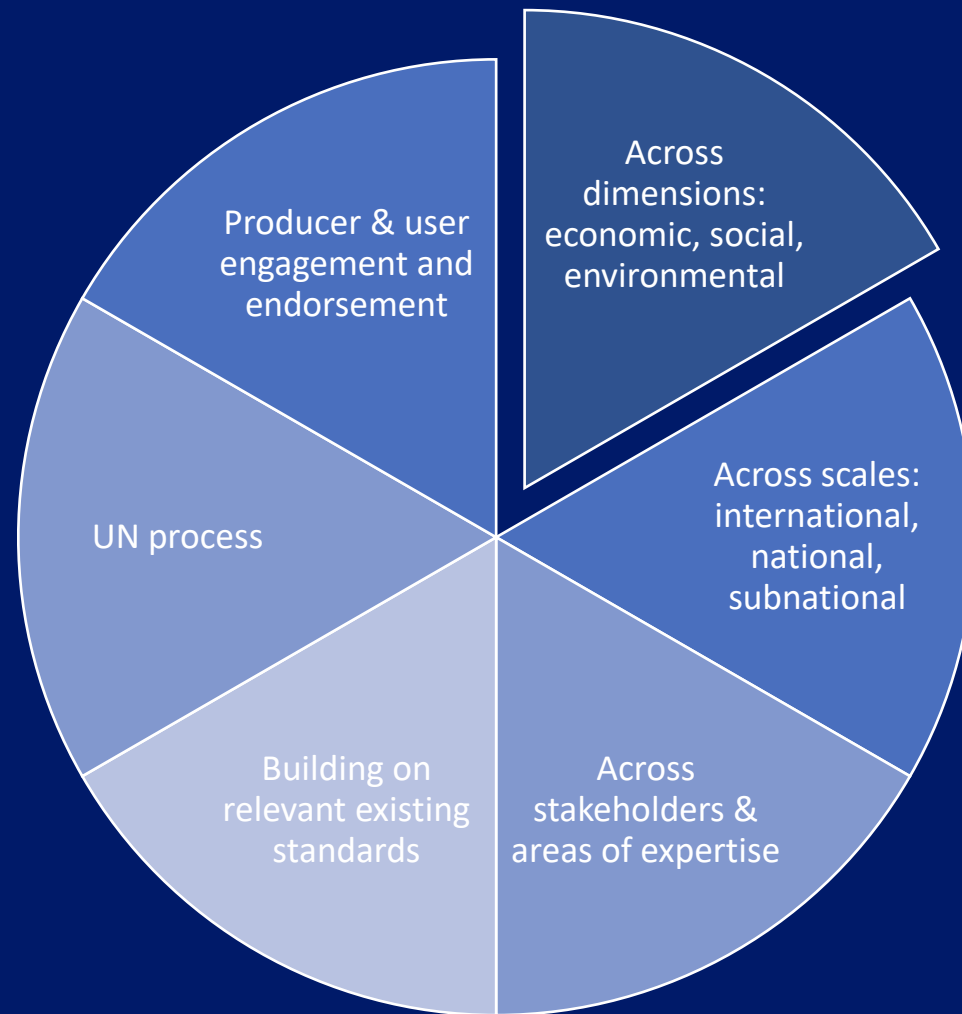
UN Tourism

A new chapter





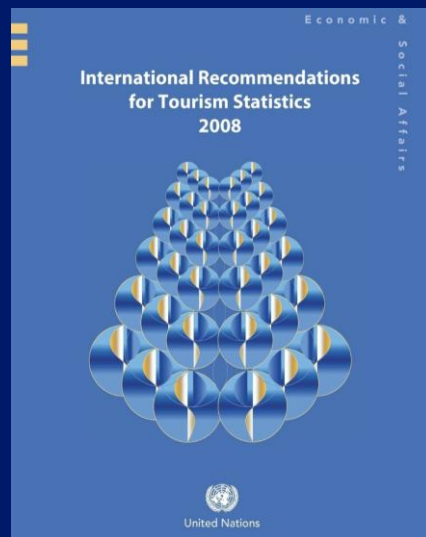
A 360° approach



“If you want to go fast, go alone; if you want to go far, go together.”

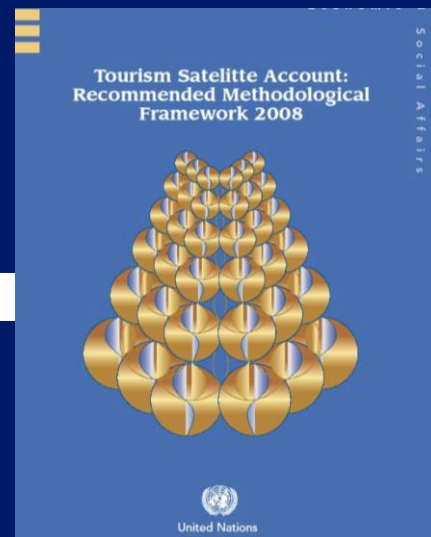
Expanding the scope of the System of Tourism Statistics and the standards that underpin it

Basic statistics



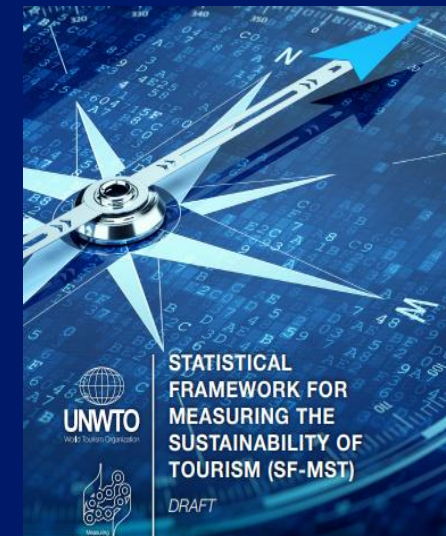
Visitor flows & characteristics
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Tourism Satellite Account



Tourism Direct GDP
Value added of industries
Jobs

Economic, Social, Environmental



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

UN consensus, shared ownership of SF-MST

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

Co-edition Agreement signed UN – UN Tourism, agreements to feature also logos of **ILO, Eurostat and OECD**

Funding from ILO for edition and ES-FR translation



Engagement across the UN System

UN revision processes of related statistical standards

- System of National Accounts (SNA)
- Balance of Payments Manual (BPM)
- International Standard Industrial Classification (ISIC)
- Central Product Classification (CPC)
- Manual on Statistics of International Trade in Services (MSITS)
- System of Environmental-Economic Accounting: Central Framework

Coordination on cross-cutting areas

- UN Committee on Chief Statisticians of the UN System
- Committee for the Coordination of Statistical Activities
- OECD Committee on Statistics and Statistical Policy *first*
- UNECE Conference of European Statisticians *first*

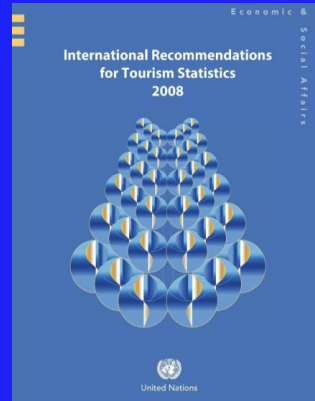
Key fora on tourism statistics & related topics

- UN Committee of Experts on Environmental Economic Accounting
- UN Committee of Experts on Business and Trade Statistics
- OECD Tourism Committee
- Eurostat Working Group on Tourism Statistics
- Eurostat Conference of Directors General – DGINS – on tourism statistics *first*

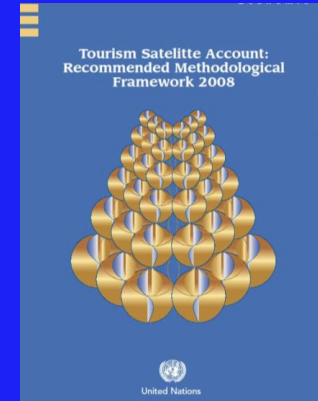
Extending to the private sector:

Developing an ESG Framework for Tourism Businesses

Basic data



Economic data



Economic, Social, Environmental



Macro

Data
Action

Micro?

Data
Action

ESG
Framework for
Tourism
Businesses

ESG framework for tourism businesses: main actions

Partnered with easyJet holidays, Booking.com, Oxford University's SDG Impact Lab, Sustainable Hospitality Alliance

Outreach and engagement

Support from UN Committee of Experts on Business and Trade Statistics (UNCEBTS):

- Technical input

- Reporting to UN Statistical Commission

- Side event in New York

Recruitment of project lead

Annotated outline of ESG Framework for Tourism Businesses



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Basic Tourism statistics

196 countries and territories report data on inbound tourist arrivals

87 countries and territories report data on domestic trips

112 countries and territories report data on overnight stays in hotels

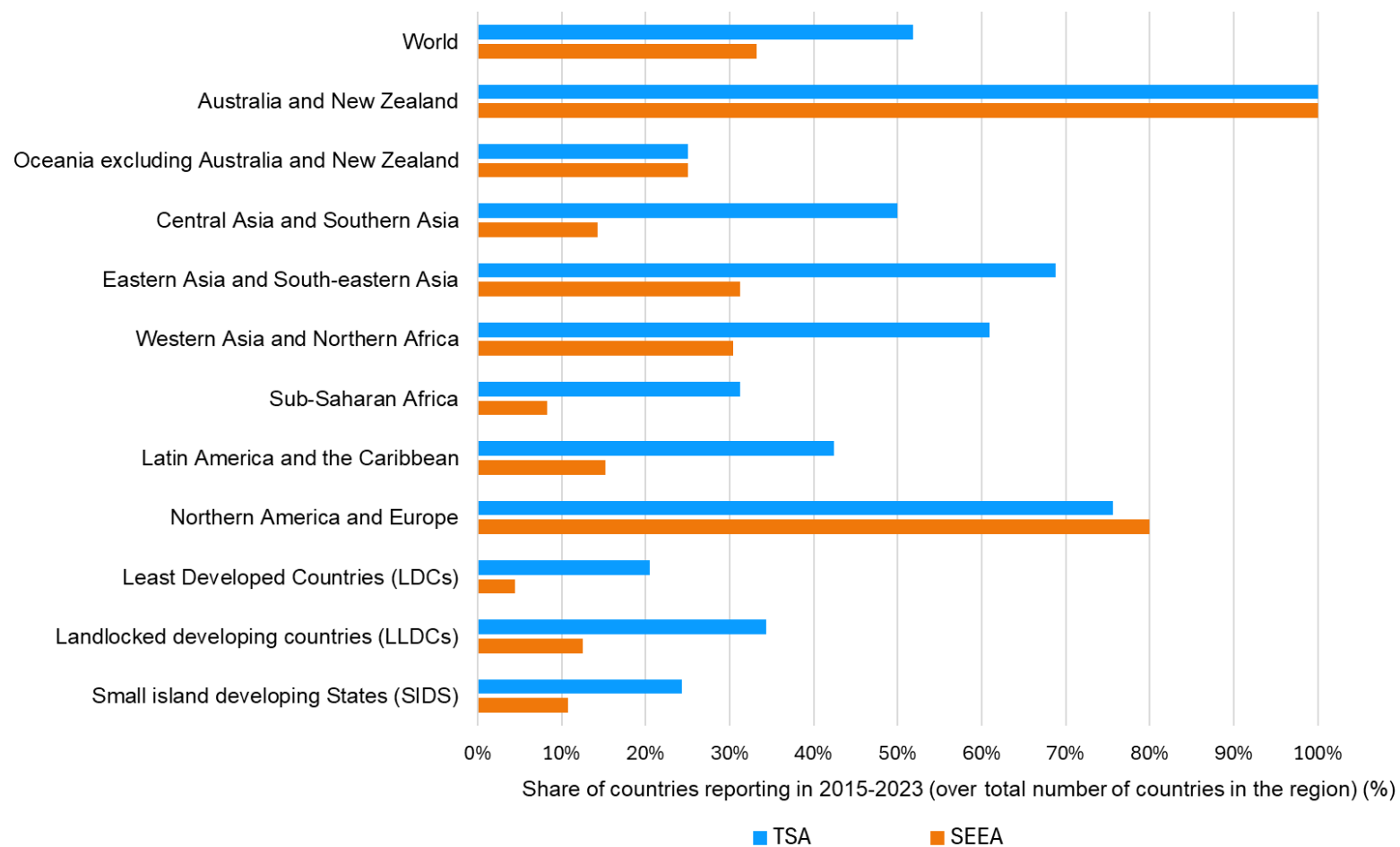
110 countries and territories report data on Tourism direct GDP

40 countries and territories report data on gross value added of the tourism industries

Tourism is the most widely implemented satellite account in the World, surpassing environment, culture, transport, etc.

Tourism Satellite Account

Countries reporting at least one of the 7 key tables from the Tourism Satellite Account (TSA) and/or at least one of the 4 key tables from the System of Environmental Economic Accounting (SEEA)



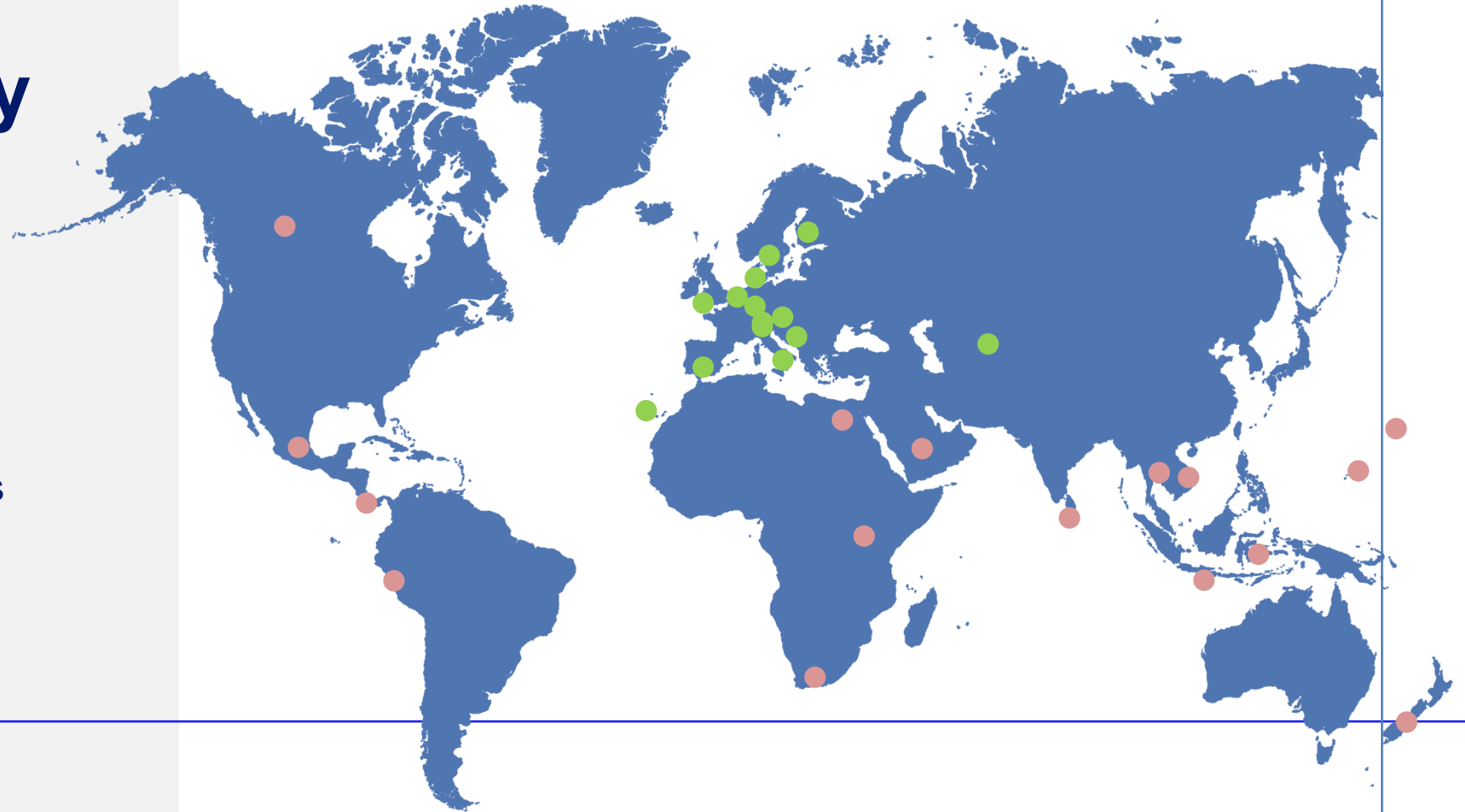
Measuring the Sustainability of Tourism

31 countries:

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 Pacific region



Data compilation “how to” practical tools

SF-MST Model questionnaire for measuring resident perceptions

Capacity building

Regional Workshop on Compiling Tourism Statistics in Asia and the Pacific, (May 2024), Malaysia, co-organized with UNESCAP and the Department of Statistics Malaysia

Regional Workshop on Measuring the Sustainability of Tourism (Nov 2025), Brunei

Guidance in statistical reporting



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UN Tourism's statistical database and processes:

key developments

**Reignited UN Tourism's compilation of basic statistics
(± 149 indicators) from countries worldwide**

Ongoing modernization of UN Tourism's statistical data processes

From manual to automation
Improve timeliness (publication lag)
Alignment with data standards

New statistical questionnaire for country data reporting

New dataset on tourism employment, in collaboration with ILO

Official tourism indicators for monitoring the Sustainable Development Goals

TARGET 8.9



Goal 8: Decent work and economic growth

“By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”

- **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**

TARGET 12•B



Goal 12: Responsible consumptions and production

“Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.”

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

New indicator:

8.9.2 Employed persons in the tourism industries

Jointly submitted by

Austria, Spain (Chairs of Committee)

Saudi Arabia (Vice Chair of Committee)

CARICOM, ILO and UN Tourism



UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION



All persons of working age with

- **Paid employment** (whether at work, or with a job but not at work); or
- **Self-employment** (whether at work, or with an enterprise but not at work)



In the 10 tourism industries (according to ISIC)

Accommodation
for visitors

Food and
beverage
serving
activities

Travel
agencies

Cultural
activities

Sports and
recreational
activities

Air passenger
transport

Railway
passenger
transport

Road
passenger
transport

Water
passenger
transport

Transport
equipment
rental



Main data source in countries: household-based labour force surveys



Leveraging existing ILO and UN Tourism Databases



Data availability for the indicator:

89 countries

68% of the world population



Programme of Work for 2026-2027



Looking ahead

Standards

Embarking on revision of *International Recommendations for Tourism Statistics & Tourism Satellite Account: Recommended Methodological Framework*

Why? Revisions of core standards on economic statistics (SNA), trade (BPM), trade in services (MSITS), and classifications on industries (ISIC) and products (CPC)

Heightened data needs + measurement issues (research agenda)

How? User centered yet pragmatic, collaborative

Capacity development for strengthened Systems of Tourism Statistics

Compilation of good practices

Capacity building and statistical support

Data

Continued modernization

Expanding international dataset to include SF-MST based core indicators

Thank you

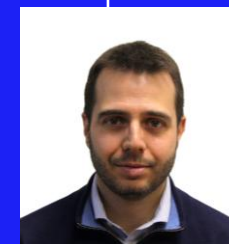
Statistics, Standards and Data Department



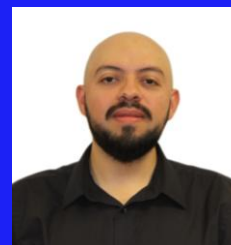
Leandry Moreno
Programme Officer



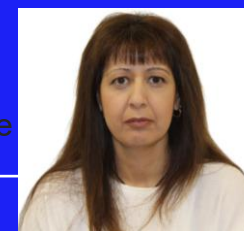
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Department Assistant



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Senior Project Specialist, ESG



UN Tourism