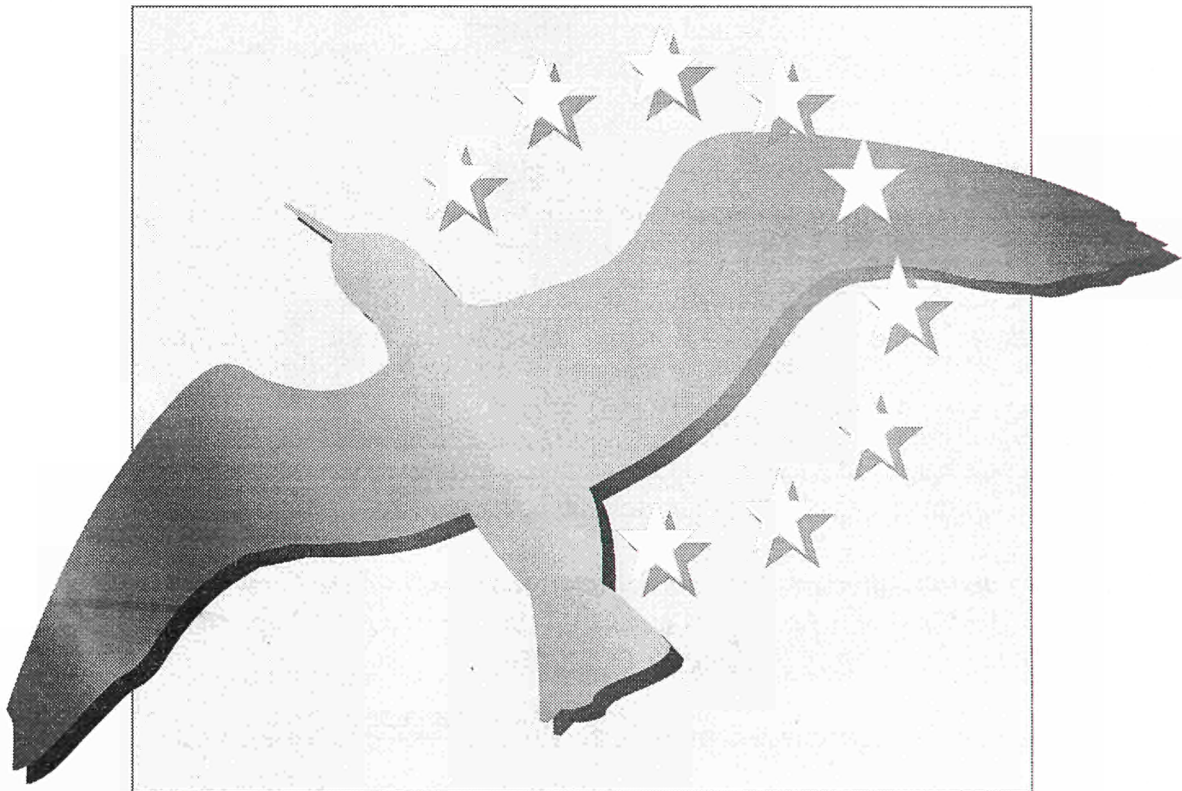


Handel, Dienstleistungen und Verkehr
Distributive trade, services and transport
Commerce, services et transports

Supplement 2 □ 1996

TOURISM in the EUROPEAN UNION
KEY FIGURES 1994 - 1995



EUROPEAN COMMISSION
EUROSTAT
DG XXIII



OFICINA ESTADÍSTICA DE LAS COMUNIDADES EUROPEAS
DE EUROPÆISKE FÆLLESSKABERS STATISTISKE KONTOR
STATISTISCHES AMT DER EUROPÄISCHEN GEMEINSCHAFTEN
ΣΤΑΤΙΣΤΙΚΗ ΥΠΗΡΕΣΙΑ ΤΩΝ ΕΥΡΩΠΑΪΚΩΝ ΚΟΙΝΟΤΗΤΩΝ
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OFFICE STATISTIQUE DES COMMUNAUTÉS EUROPÉENNES
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For further information by Eurostat on Tourism Statistics please refer to the following publications :

Tourism in Europe : Eurostat - DG XXIII (ISBN 92-827-3969-4);
Tourism - Annual Statistics : Eurostat - DG XXIII, Theme 7 - Services and Transport. Series A - Yearbooks and yearly statistics;
Tourism - Monthly Statistics : Eurostat, Theme 7 - Services and Transport, Series B - Short-term statistics

For general information on statistics produced at Community level please refer to the Eurostat Catalogue. (ISBN 92-826-4942-3)

For information on statistics in this publication please contact Eurostat :

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Tel : ...(352) 4301 32388 Fax....(352) 4301 32600

For information on Community activity in the field of Tourism, please refer to :

Community actions affecting Tourism - Annual Reports from the Commission :
COM (94) 704 Final of 6 April 1994 and COM (96) 29 Final of 5 February 1996;
Tourism in the EU - a practical guide : DG XXIII

For further information on Community activity in the field of Tourism please contact DG XXIII :

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TOURISM in the EUROPEAN UNION

KEY FIGURES 1994-1995

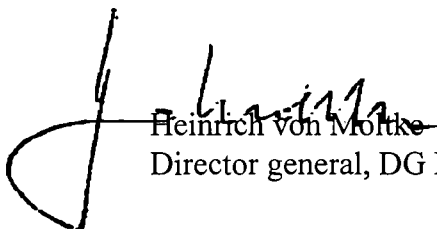
This special issue, by providing a quick overview of recent trends and flows on tourism at the national and European level, is another result of the current efforts made by the Commission in co-operation with the Member States to improve knowledge on tourism.

Facts and figures show the rapid changes which affect the tourism market as well as the need to tackle new challenges for ensuring the competitiveness of European tourism. Inbound and outbound tourism continued to grow involving every European region. The European Union confirms in 1995 its leading role as the principal area in the world as the origin or as the destination of tourist travels, but new emerging destinations are growing faster, consolidating their position in the world market.

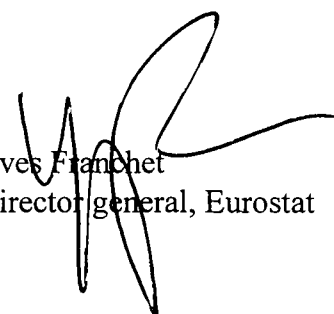
The success of Europe as a tourist destination cannot be taken for granted any more. By encouraging wide partnerships among all actors concerned at the local, regional, national, European and international level, there is scope to improve the dynamism of European tourism enterprises, to stimulate a balanced and sustainable tourism development and to ensure a better satisfaction of tourists' needs.

Let us continue to work together: we can thus support decision-makers to define long term strategies successfully by providing also the means for a better understanding of the tourist industry and its evolving markets.

We sincerely hope that improved statistical information will contribute to the recognition of the tourist industry, making its importance more visible.



Heinrich von Moltke
Director general, DG XXIII



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Ministère de l'Équipement, des Transports et du Tourisme (France)

Central Statistical Office (Ireland)

Istituto Central di Statistica (Italia)

Service Central de la Statistique et des Etudes Economiques (Luxembourg)

Centraal Bureau voor de Statistiek (Nederland)

Österreichisches Statistisches Zentralamt (Österreich)

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Statistics Sweden (Sverige)

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Key statistics - 1994

Population	370.4 million
Surface Area	3 234 100 km ²
Exchange rate: 1 ECU =	US \$ 1.19
Increase of consumer price index	3%

Recent trends 1994/1995

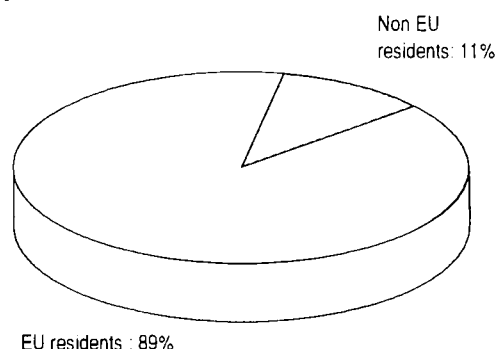
According to WTO estimates Tourism in the Europe Union represents 40.6% of the world's tourism market in terms of arrivals and 40.7% in terms of receipts in 1995. Many of the countries of the EU rank high in the world's top destinations. In 1995 France remains top tourist destination in the world in terms of international arrivals and second in terms of tourism receipts, followed by Spain. Italy and the United Kingdom rank respectively fourth and sixth in terms of international arrivals. Of the top seven tourism world earners after the United States, France, Italy, the United Kingdom, Austria and Germany maintain their leading position in terms of revenue, representing a third of total world tourism receipts.

The tourism foreign trade balance for the sum of the EU countries still enjoys a surplus, although it has become smaller over the years, as EU citizens travelling to non-EU countries have been growing, increasing their spending. EU tourism receipts increased by 10% from 1992 to 1994 and expenditures rose by 8%. A third of the EU's exports in services is related to tourism services.

Total nights in tourist accommodation rose steadily over the first three years of the nineties. Total nights fell slightly in 1993 (- 1%), but considerably picked up again in 1994 (+5%) to attain new heights. Most of the growth is attributable to EU residents, with nine out of ten EU residents still preferring to travel in their own country of residence or other countries of the EU. Provisional figures for 1995 indicate total nights spent in registered tourist accommodation remaining near to the 1994 results. Private and non registered tourist accommodation take up an important share of nights spent by tourists in the EU.

Same-day trips and short holiday trips mainly in the same country or in neighbouring countries are becoming increasingly important market segments of tourism in the European Union.

Nights spent in registered tourist accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	177 835
Number of bedplaces	8 363 434
Bedplaces - estimated EU share in World total (derived from WTO data)	36.5%

Nights spent by tourists in all types of registered tourist accommodation*

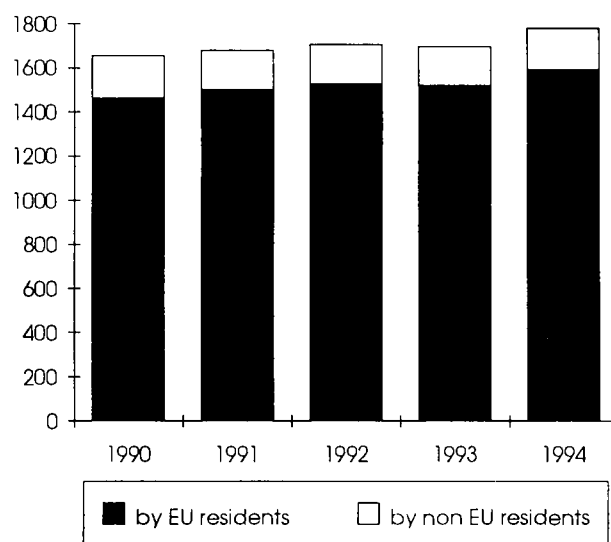
Total nights spent	1 781 million
Nights spent by EU residents	1 589 million
Nights spent by non-EU residents	192 million

*except for UK which includes all types of accommodation

The Tourism Balance of Payments - ECU

Credits	113 595 million
Debits	112 475 million
Balance 1992	638 million
Balance 1994	1 120 million

Total nights in registered tourist accommodation (Mio.)



Key statistics - 1994

Population	10.1 million
Surface Area	39 500 km ²
Exchange rate: 1 ECU =	BFR 39.6
Increase of consumer price index	2.32 %

Recent trends 1994/1995

Preliminary figures for 1995 show fairly positive signs for tourism in Belgium. Figures for the first nine months of 1995 indicate an increase in total nights spent in registered tourist accommodation of nearly 4%, compared to the same period in 1994. This growth is attributable to a 7.5% increase in nights spent by non-residents. Over the same period nights spent by residents decreased slightly in all the tourist regions. Over the past years total nights spent in registered tourist establishments have remained fairly stable, maintained by increases in nights spent by non-residents. From 1992 to 1994 nights spent by non-residents rose by 2.5%, whereas nights spent by residents decreased by nearly 4%. Belgium is an important destination for tourists mainly from the neighbouring countries (the Netherlands, Germany, France and to some extent the United Kingdom). The travel (tourism) balance of payments indicates that expenditure abroad exceeds receipts from inbound tourists. From 1992 to 1994 the balance became clearly more negative. Belgium's tourism industry contributes an estimated 6.3% to Gross National Product.

Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	1 980
Number of bedplaces	105 123
Number of bedplaces EU - share	1.3 %
Average net rate of utilisation	27.6 %

Nights spent by tourists in all types of registered tourist accommodation

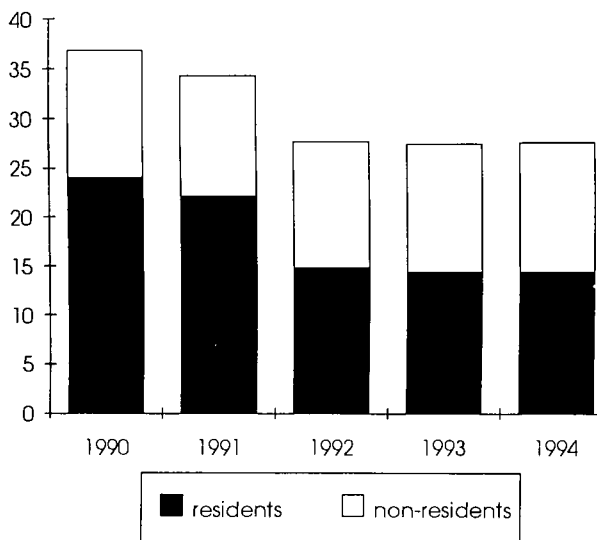
Nights spent by residents	14.2 million
Nights spent by non-residents	13.2 million
Nights spent by non-residents, EU share	2%

The Tourism Balance of Payments* - ECU

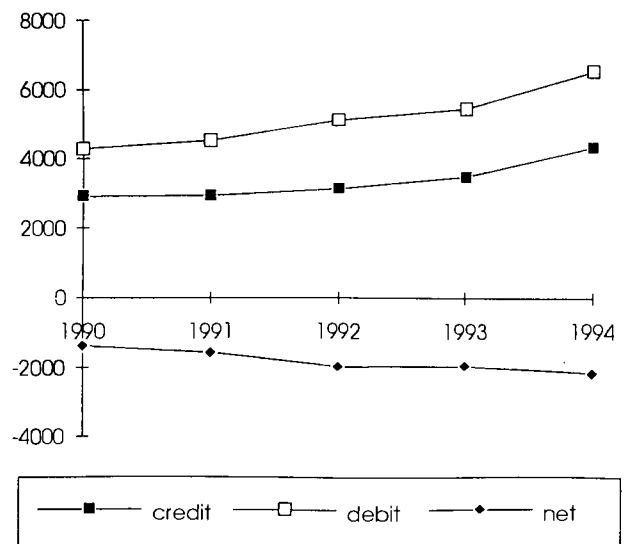
Credits	4 333 million
Debits	6 509 million
Balance 1992	-1 980 million
Balance 1994	-2 176 million

* Belgo-Luxembourg Economic Union

Total nights in registered accommodation (Mio.)
(Change in methodology after 1991)



The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	5.2 million
Surface Area	43 100 km ²
Exchange rate: 1 ECU =	DKR 7.54
Increase of consumer price index	1.95 %

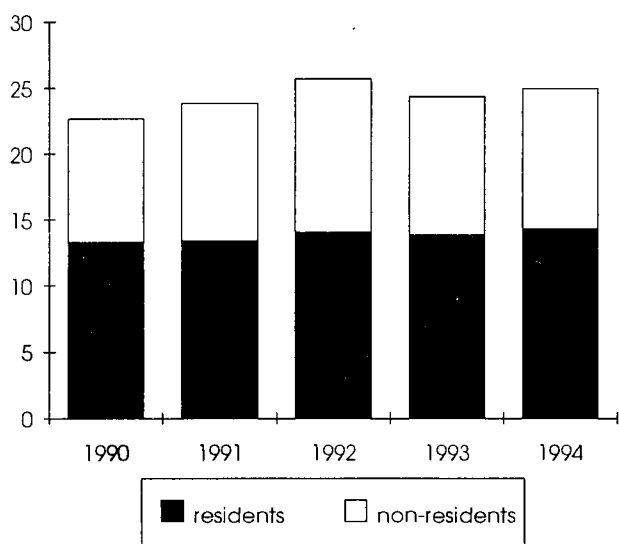
Recent trends 1994/1995

Estimates for 1995 indicate a 3% increase in total nights spent in registered accommodation (hotels, campingsites, youth hostels). This is largely due to a 4% increase in nights spent by residents. Nights spent by non-residents rose by 1.5%. The leading countries in terms of non-resident demand are Germany, Sweden and Norway. Germany in fact accounts for about 45% of non-resident nights in registered accommodation. 1992 had been a very positive year for tourism, but like many other EU countries Denmark experienced a drop in tourist numbers in 1993. Total nights spent in registered accommodation picked up slightly in 1994 (by 2.4%) and estimates for 1995 indicate numbers reaching the same level as in 1992. Nights spent in cottages rented through agencies accounted for 16.8 million in 1994/95, 2% less than in 1993/94. 92% of nights spent in rented cottages were of non-residents, mostly from Germany.

The tourism Balance of Payments for Denmark in 1994 was moderately negative and figures for January to September 1995 show a slightly larger negative trade balance compared to the same period in 1994.

In 1996 Copenhagen is the European city of culture and the wide range of special events organised will attract additional international visitors.

Total nights in registered accommodation (Mio.)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	565
Number of bedplaces	99 275
Number of bedplaces EU - share	1.2 %
Average gross rate of utilisation	34 %

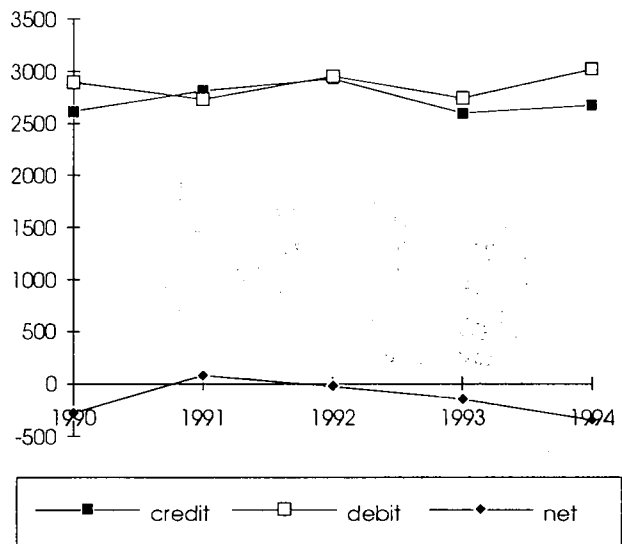
Nights spent by tourists in all types of registered tourist accommodation (in Millions)

Nights spent by residents	14.3 million
Nights spent by non-residents	10.6 million
Nights spent by non-residents, EU share	1.5 %

The Tourism Balance of Payments - ECU

Credits	2 677 million
Debits	3 021 million
Balance 1992	-25 million
Balance 1994	-344 million

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	81.3 million
Surface Area	356 900 km ²
Exchange rate: 1 ECU =	DM 1.92
Increase of consumer price index	2.92 %

Recent trends 1994/1995

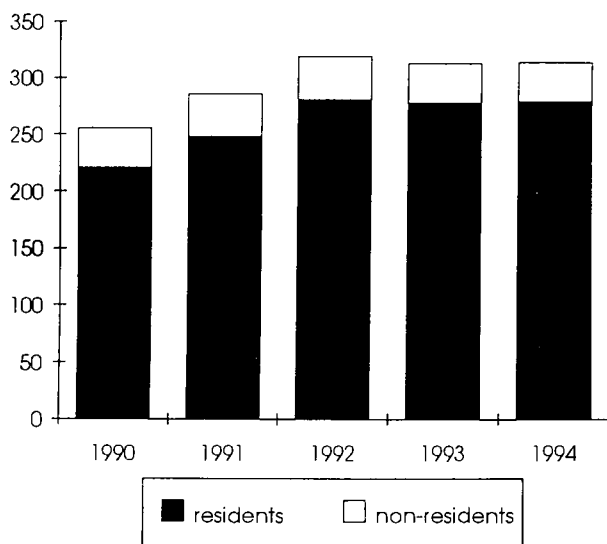
The total number of nights spent in registered tourist accommodation during the first nine months of 1995 indicate a 3% increase compared to the same period in 1994. After a particularly successful year in terms of total nights spent in registered accommodation in 1992, the numbers had fallen in 1993 and remained stable in 1994. The largest number of inbound tourists to Germany comes from the Netherlands.

The tourism account is generally negative in Germany's balance of payments because outbound tourism prevails by far over inbound tourism. The gap between tourism expenditures and receipts is still widening. Outbound travel shows no sign of abatement. Figures for the first nine months of 1995 indicate a further deepening of Germany's negative tourism trade balance. In terms of German tourists expenditure abroad the preferred outbound destinations are Austria, Italy and Spain, followed by France and Switzerland.

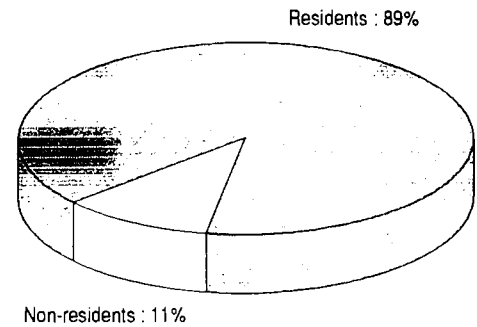
Lodging and catering services represent about 3% of gross value-added of market services. The percentage of persons employed in these services remains at a relatively high level (8.6%), and confirms the contribution of tourism activities to safeguard or create new jobs.

Total nights in registered accommodation (Mio.)

(From 1992, data correspond to the RFG as constituted from 3.10.90)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	37 307
Number of bedplaces	1 386 576
Number of bedplaces EU - share	16 %
Average net rate of utilisation	35 %

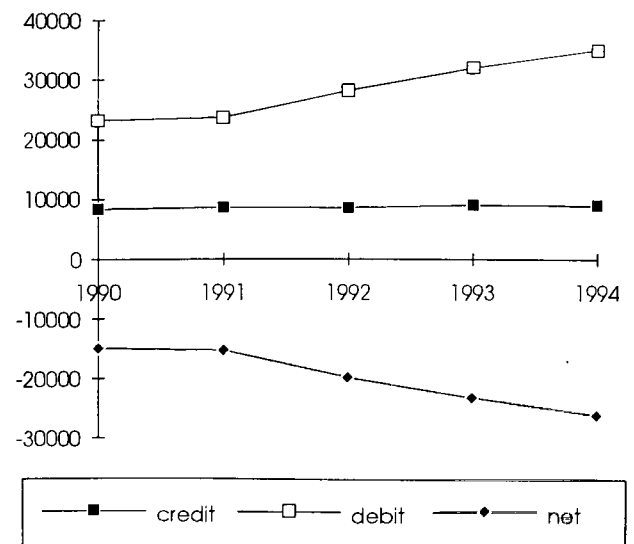
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	279.4 million
Nights spent by non-residents	34.8 million
Nights spent by non-residents, EU share	5 %

The Tourism Balance of Payments - ECU

Credits	8 927 million
Debits	34 930 million
Balance 1992	-19 738 million
Balance 1994	-26 003 million

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	10.4 million
Surface Area	132 000 km ²
Exchange rate: 1 ECU =	DRA 288
Increase of consumer price index	10.9 %

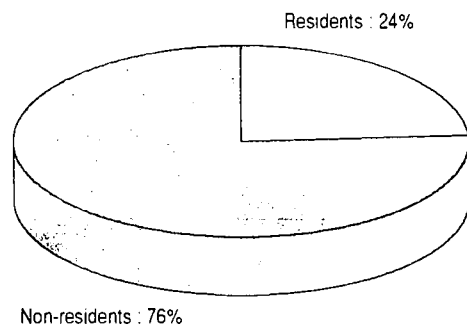
Recent trends 1994/1995

Figures for January to September 1995 indicate a slight fall (-2.7%) in the total number of nights spent in hotels compared to the same period in 1994. This is attributable to a 4% drop in overnight stays by non-residents. Resident nights increased by 2%. Nights spent in registered accommodation is dominated by non-residents (76% of total nights). The use by residents of private forms of tourist accommodation can to some extent explain this.

Total nights spent in registered tourist accommodation rose by 9% in 1994 compared to 1993, mainly attributable to a 11% increase in the number of non-resident guests. As for many EU countries 1993 had not been a good year for tourism and Greece had then experienced a drop in the number of nights spent both by residents and non-residents. This was, however, not reflected in the Balance of Payments travel item. Receipts continued to grow in 1993 and increased by nearly 13% in 1994. Greece's positive net tourism account has been growing every year and in 1994 increased by 14% compared to 1993.

It is estimated that the tourism industry represents approximately 11% of total employment and 10% of total GDP in Greece.

Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	7 604
Number of bedplaces	508 410
Number of bedplaces EU - share	5.9 %
Average net rate of utilisation	60.6 %

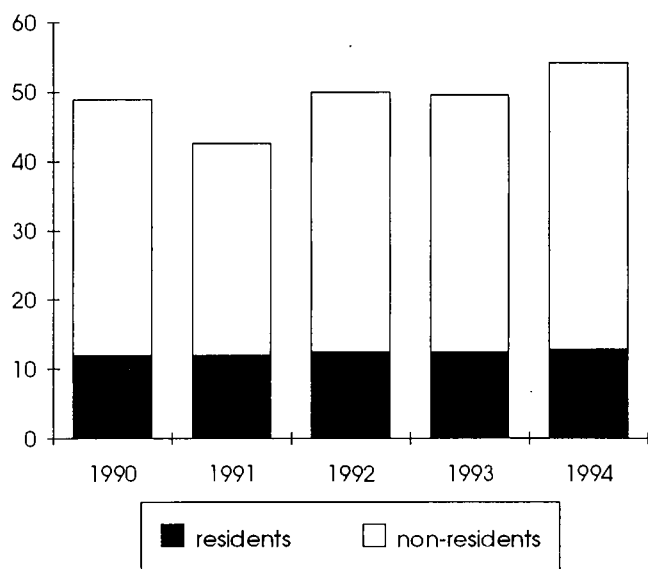
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	12.8 million
Nights spent by non-residents	41.4 million
Nights spent by non-residents, EU share	5.8 %

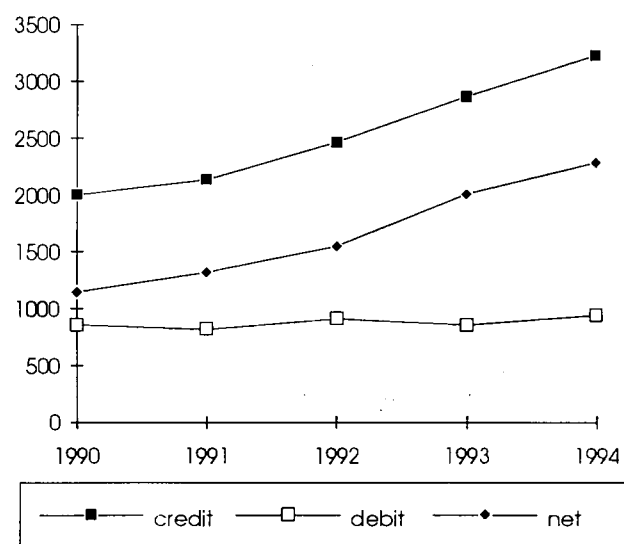
The Tourism Balance of Payments - ECU

Credits	3 272 million
Debits	942 million
Balance 1992	+1 593 million
Balance 1994	+2 329 million

Total nights in registered accommodation (Mio.)



The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	39.2 million
Surface Area	504 800 km ²
Exchange rate: 1 ECU =	PTA 158.9
Increase of consumer price index	4.7 %

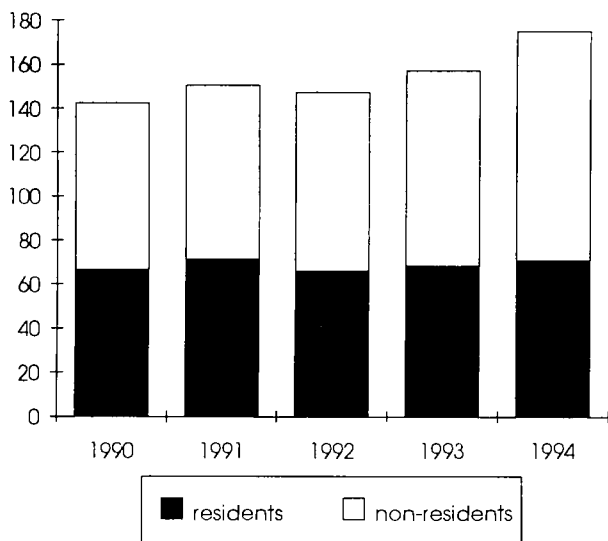
Recent trends 1994/1995

Preliminary figures for 1995 according to the WTO indicate that Spain ranks second in the world in terms of international tourism arrivals, overtaking the United States.

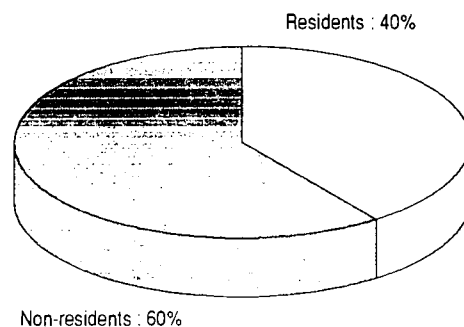
Figures for the first nine months of 1995 indicate a 3% increase in total nights spent in hotels and similar establishments compared to the same period in 1994. The satisfactory increases (7%) recorded during the first two quarters of 1995 were, however, offset by a slight drop in July and August (-1%), due to the fall in the number of nights spent by non-residents. Total nights spent in registered accommodation had grown significantly in 1994. Compared to 1992 total nights spent rose by nearly 19%, mainly attributable to the large increase in nights spent by non-residents (28%).

The tourism industry has played a significant role in the Spanish economy since the 1960s. The share of tourist activities in the gross national product (GNP) is now estimated between 8.5 and 9%. Spain's status as a major tourist receiving country is reflected in its balance of payments. Although the overall export-import balance is negative the tourism balance is clearly positive. It tripled from 1980 to 1992 and continued to rise in 1994. Preliminary data for 1995 show a continuation in this positive trend.

Total nights in registered accommodation (Mio.)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	10 063
Number of bedplaces	1 053 355
Number of bedplaces EU - share	12.6 %
Average net rate of utilisation	57 %

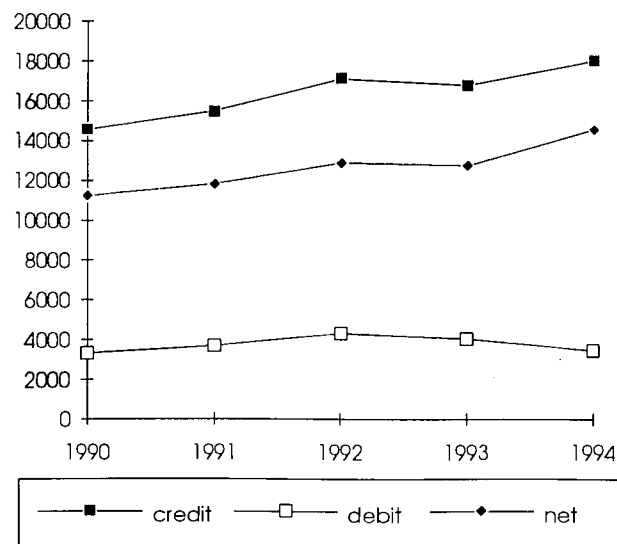
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	70.6 million
Nights spent by non-residents	104.2 million
Nights spent by non-residents, EU share	15 %

The Tourism Balance of Payments - ECU

Credits	18 116 million
Debits	3 472 million
Balance 1992	+12 821 million
Balance 1994	+14 644 million

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	57.8 million
Surface Area	544 000 km ²
Exchange rate: 1 ECU =	FF 6.58
Increase of consumer price index	1.7 %

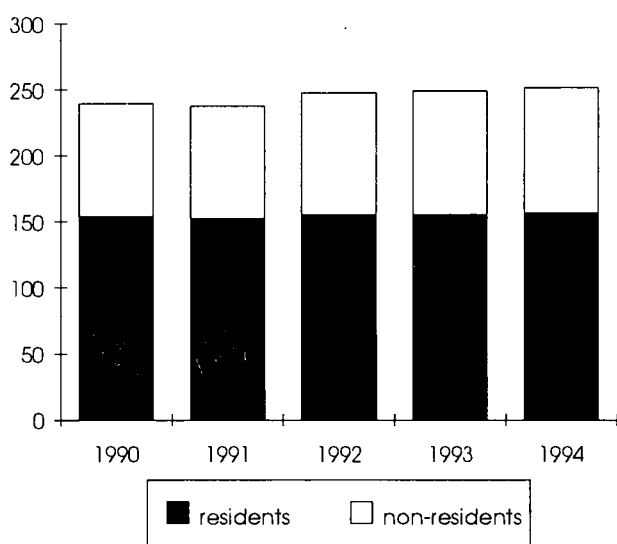
Recent trends 1994/1995

France has for many years now ranked among the top three tourist destinations in the world in terms of international arrivals and tourism receipts. In 1995 France remains the top destination in terms of arrivals and the second in terms of tourism receipts. Residents from other countries of the EU account for nearly 80% of tourist arrivals into France, but only 45% of tourism receipts are in currencies of the EU.

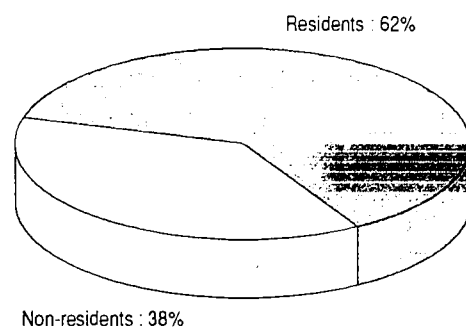
The total number of nights spent in hotels and similar establishments during the first nine months of 1995 dropped very slightly (-0.32%) compared to the same period in 1994. Nights spent by residents increased by 1.4%, whereas nights spent by non-residents fell by 3%. The figures for nights spent by residents and non-residents in registered tourist accommodation (hotels, campingsites) showed particularly positive year to year increases during the late eighties, but has evolved more slowly since then (by 1.6% in 1994 compared to 1992).

Tourism makes an essential contribution to France's foreign trade balance. After a massive leap in the tourism account surplus in 1989 (increasing by 63% compared to 1988), the surplus has continued to grow steadily over the first half of the nineties (by 6.6% in 1994 compared to 1992).

Total nights in registered accommodation (Mio.)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	20 057
Number of bedplaces	1 193 340
Number of bedplaces EU - share	13.8 %
Average net rate of utilisation	50 %

Nights spent by tourists in all types of registered tourist accommodation*

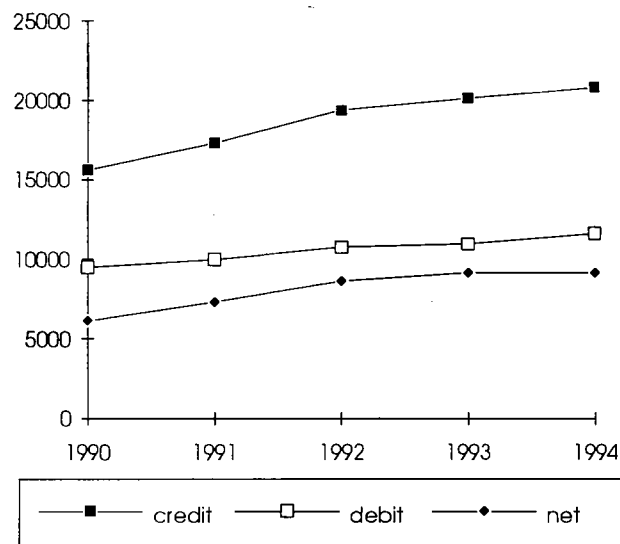
Nights spent by residents	157 million
Nights spent by non-residents	95 million
Nights spent by non-residents, EU share	13.4 %

* Hotels and campingsites

The Tourism Balance of Payments - ECU

Credits	20 801 million
Debits	11 623 million
Balance 1992	+8 609 million
Balance 1994	+9 178 million

The travel item in the Balance of Payments (Mio. ECU)



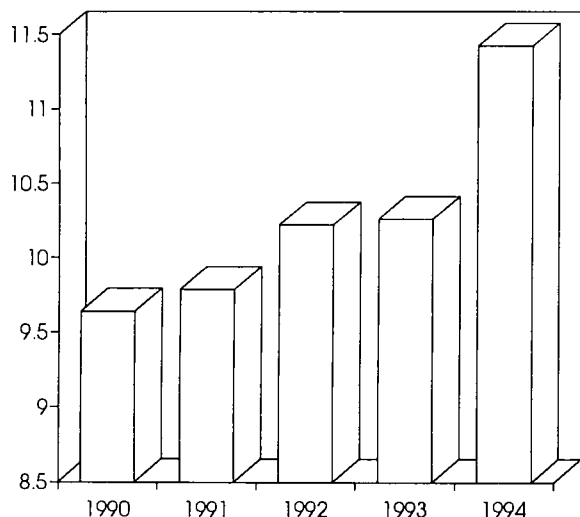
Key statistics - 1994

Population	3.6 million
Surface Area	70 300 km ²
Exchange rate: 1 ECU =	IRL 0.8
Increase of consumer price index	2.3 %

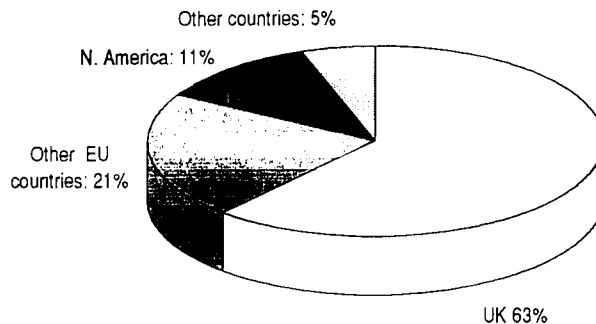
Recent trends 1994/1995

Provisional figures for 1995 confirm the positive trend of 1994 with arrivals of overseas visitors increasing by 15% from January to September and receipts increasing by 12% between January and June. In 1994 the number of overseas tourists to Ireland increased by 10% compared to the previous year. Much of this growth was attributable to an increase in arrivals from North America (+17%) and Great Britain (+10%). In 1994 tourism receipts accounted for 5.8% of the total Balance of Payments receipts, but for over half (56%) of services receipts. Although total receipts also increased by 10%, the surplus was smaller than the previous year due to an increase in Irish tourist expenditure abroad. More than 11.4 million nights were spent by non-residents in hotels, similar establishments and camping sites, but these types of accommodation represent only a third of total nights spent by non-residents. More than a third is spent with friends and relatives and 30% in other types of accommodation. Tourism has become a more important sector of the Irish economy as its contribution to GNP grew from 5.4% in 1988 to 6.8% in 1994.

Nights spent by non-residents in registered accommodation (Mio.)



Nights spent by non-residents in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	977
Number of bedplaces	60 000
Number of bedplaces EU - share	0.7 %
Average net rate of utilisation	47 %

Arrivals of non-residents	4.3 million
Residents - number of domestic trips	7.4 million

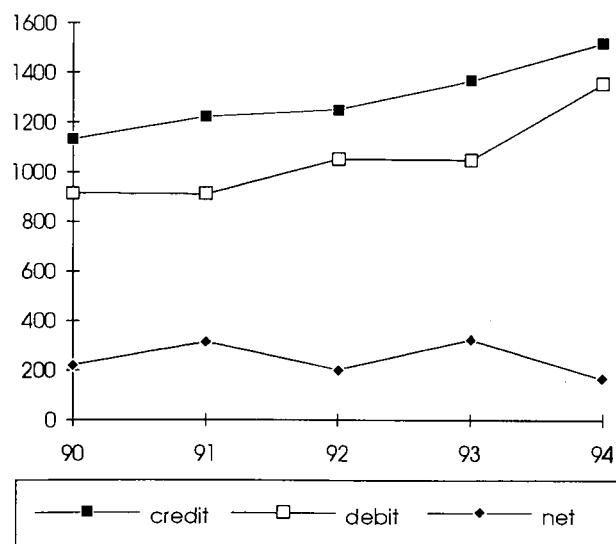
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by non-residents	11.4 million
Nights spent by non-residents, EU share	1.6 %

The Tourism Balance of Payments - ECU

Credits	1 515 million
Debits	1 351 million
Balance 1992	+199 million
Balance 1994	+164 million

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	57.2 million
Surface Area	301 300 km ²
Exchange rate: 1 ECU =	LIT 1 915
Increase of consumer price index	4%

Recent trends 1994/1995

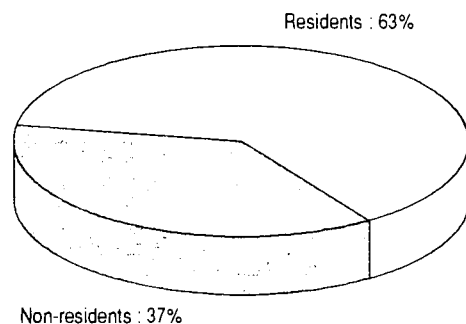
Figures for the first eight months of 1995 indicate only a small increase in total nights spent (1.9%) in registered tourist accommodation compared to the same period in 1994. Although nights spent by non-residents rose by over 11%, night spent by residents fell by 3%.

After a period at the beginning of the nineties when the number of nights spent by non-residents in tourist accommodation fluctuated between the 83 to 86 million range, nights spent by non-residents in 1994 had increased by over 18% compared to 1993. Resident guest nights increased by over 3%. It would seem that at that time the fall in the price of the lira had some influence in encouraging inbound tourism and discouraging Italians to go abroad.

For decades Italy has enjoyed a surplus foreign trade account for tourism. 1994 was a particularly good year for tourism in Italy. The tourism trade balance increased by 44% compared to the previous year due to a 6% increase in receipts and a 15% decrease in expenditure.

The tourism sector accounts for roughly 4% of both GDP and employment in Italy.

Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	34 547
Number of bedplaces	1 723 465
Number of bedplaces EU - share	20,6 %
Average net rate of utilisation	40 %

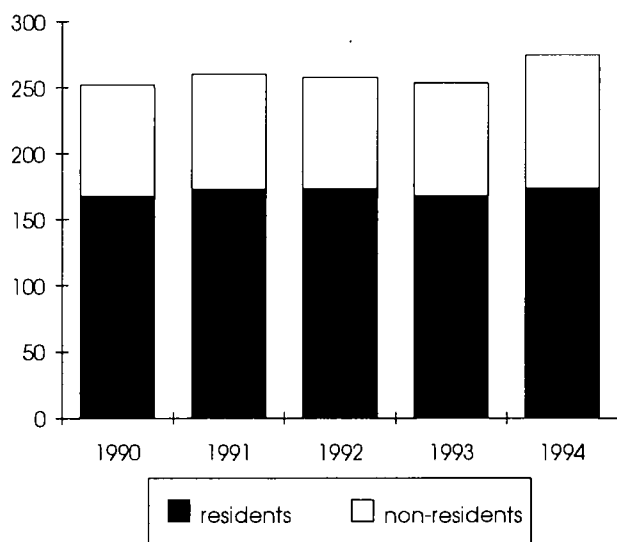
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	174 million
Nights spent by non-residents	101 million
Nights spent by non-residents, EU share	14.2 %

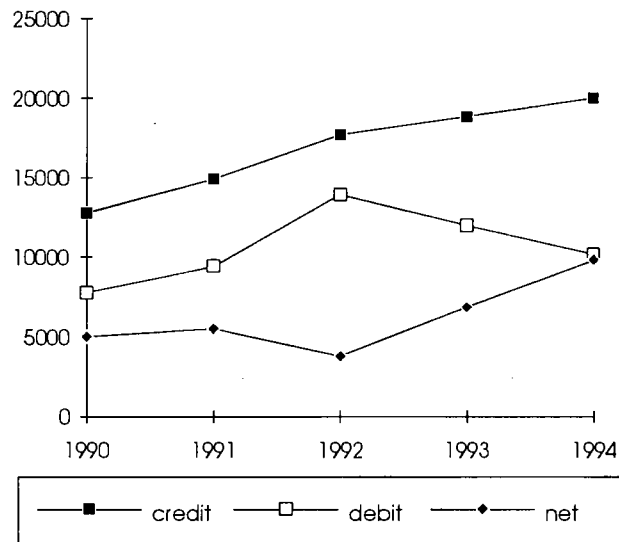
The Tourism Balance of Payments - ECU

Credits	20 004 million
Debits	10 176 million
Balance 1992	+3 712 million
Balance 1994	+9 828 million

Total nights in registered accommodation (Mio.)



The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

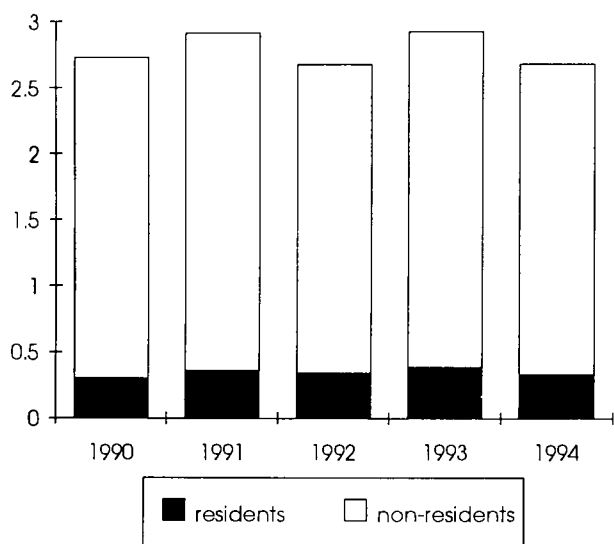
Population	0.42 million
Surface Area	2 586 km ²
Exchange rate: 1 ECU =	LFR 39.6
Increase of consumer price index	2.2 %

Recent trends 1994/1995

The provisional data for the first ten months of 1995 show a slight decrease in the total number of nights spent in all types of registered tourist accommodation (-4.1%), compared to the same period in 1994. The figure for total nights spent in hotels and similar establishments, however, remained close to that of 1994 (-0.1%). Although nights spent in hotels and similar establishments fell by 3.8% in the city of Luxembourg, this fall was compensated by a 3.9% increase in the rest of the country. Luxembourg was the European City of culture for 1995 and so the exceptionally high level of cultural activities organised in the whole of Luxembourg has generally helped to maintain tourist flows outside the capital.

Non-resident visitors accounted for 87.7% of total nights spent in registered accommodation in 1994. The three main countries of residence of guests were the Netherlands, Belgium and Germany. The USA held with 29% clearly the largest share of accommodation demand among non European countries. Resident demand for accommodation is rather low, as Luxembourg is geographically a small country and residents mostly travel abroad. Due to Luxembourg's proximity to bordering countries it welcomes a lot of same day visitors.

Total nights in registered accommodation (Mio.)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	373
Number of bedplaces*	14 386
Number of bedplaces EU - share	0.2 %
Variation of nights spent Jan/Oct 94 - Jan/Oct 95	-0.1 %

*Eurostat estimate

Nights spent by tourists in all types of registered tourist accommodation

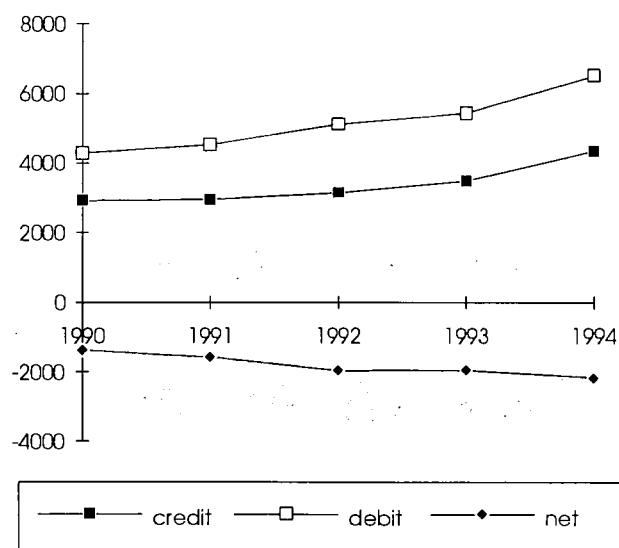
Nights spent by residents	0.33 million
Nights spent by non-residents	2.35 million
Nights spent by non-residents, EU share	0.3 %

The Tourism Balance of Payments* - ECU

Credits	4 333 million
Debits	6 509 million
Balance 1992	-1 980 million
Balance 1994	-2 176 million

* Belgo-Luxembourg Economic Union

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	15.3 million
Surface Area	41 200 km ²
Exchange rate: 1 ECU =	HFL 2.15
Increase of consumer price index	2.5 %

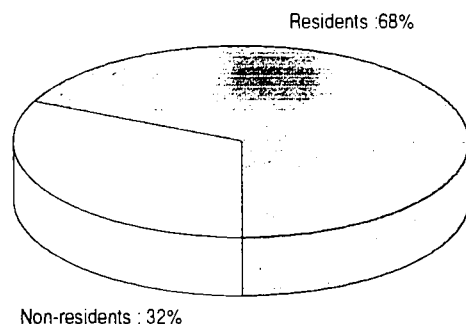
Recent trends 1994/1995

Provisional figures for 1995 indicate a favourable increase in the total number of nights spent in registered accommodation in the Netherlands. Total nights spent grew by 10% compared to 1994, due to an increase both in resident (10.75%) and non-resident (9.86%) nights. Total nights spent in tourist accommodation had been growing well at the beginning of the nineties (by 5% between 1990 and 1992), but had fallen slightly in 1993. The situation picked up slightly in 1994 due to a 4.7% increase in nights spent by non-residents, whereas nights spent by residents fell by 2% in 1994 compared to 1993.

More than half of the trips taken by the Dutch are abroad. As a consequence, the Dutch foreign trade balance for travel has for many years been negative. Over the first half of the nineties the balance has deteriorated every year (by 6% in 1994 compared to 1993). More than two thirds of the negative balance is due to expenditure by Dutch travellers in the EU countries.

The tourism industry represents roughly 4% of gross valued added and 4.6% of employment in the Netherlands.

Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	1 726
Number of bedplaces	138 000
Number of bedplaces EU - share	1.7 %
Average net rate of utilisation	35 %

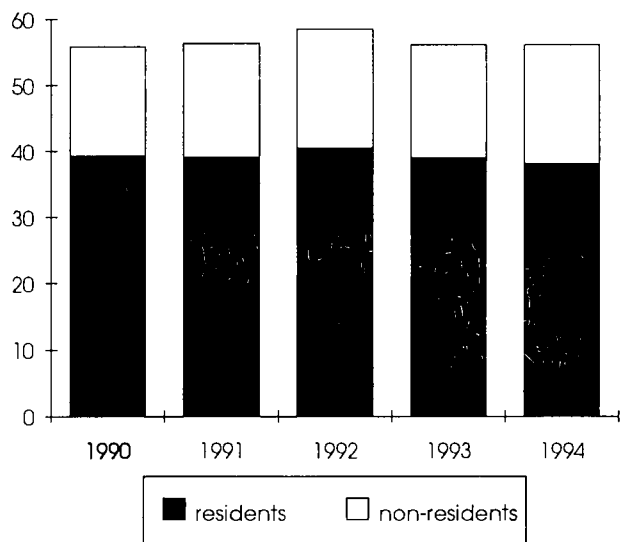
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	38.2 million
Nights spent by non-residents	18 million
Nights spent by non-residents, EU share	2.5 %

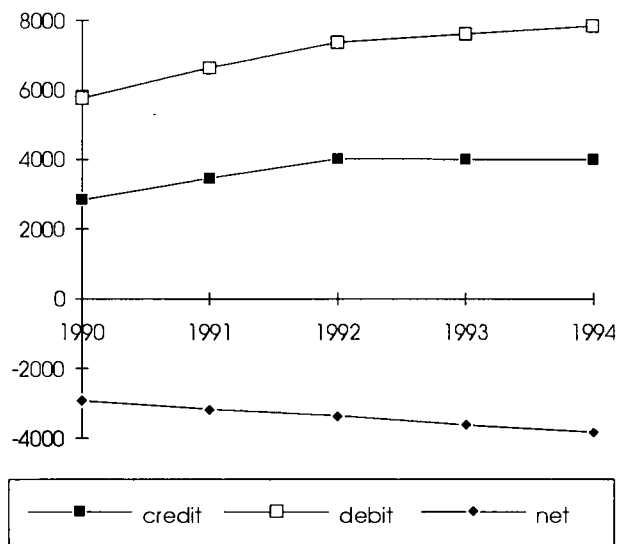
The Tourism Balance of Payments - ECU

Credits	4 027 million
Debits	7 867 million
Balance 1992	-3 357 million
Balance 1994	-3 840 million

Total nights in registered accommodation (Mio.)



The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	8.03 million
Surface Area	83 900 km ²
Exchange rate: 1 ECU =	ÖS 13.53
Increase of consumer price index	3 %

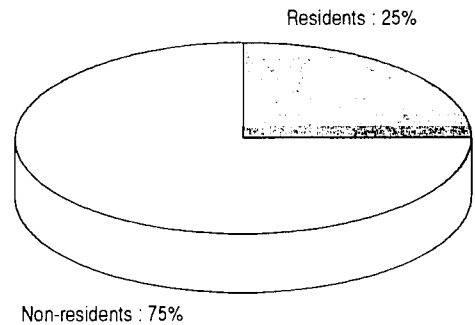
Recent trends 1994/1995

Provisional figures for the first nine months of 1995 indicate a fall in total nights spent in registered tourist accommodation (- 4%) compared to the same period in 1994. This is principally due to a fall in nights spent by non-residents (-5.8%), particularly from Germany. Figures for residents generally remained stable. Inbound tourism is still strongly made up of visitors from Germany. Dutch tourists rank second. After a slight fall in total nights spent in registered accommodation in 1993, the figures had picked up again in 1994 due to the rise in nights spent by non-residents.

Although Austria's tourism foreign trade balance is still largely positive it has been decreasing over the past years. Between 1993 and 1994 the surplus fell by 33% as receipts dropped by nearly 5% and expenditures increased by 16%. This growth in spending abroad coupled with the fact that resident nights spent in tourist accommodation remained at the same level in 1994 as in 1993 are indications of Austrian tourists increasing willingness to travel abroad. About 55% of Austrians major pleasure trips are abroad.

Tourism is one of the motors of the Austrian labour market. Persons employed lodging and catering services account for 11% of total market services.

Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	18 402
Number of bedplaces	650 020
Number of bedplaces EU - share	7.8 %
Average net rate of utilisation	35 %

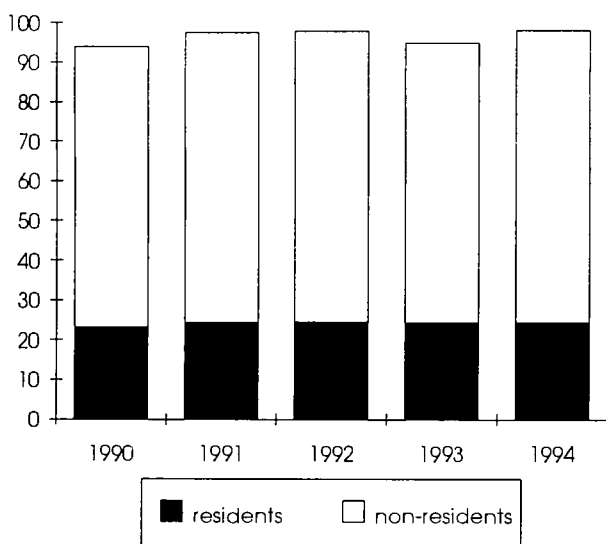
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	24.3 million
Nights spent by non-residents	67.3 million
Nights spent by non-residents, EU share	9.5 %

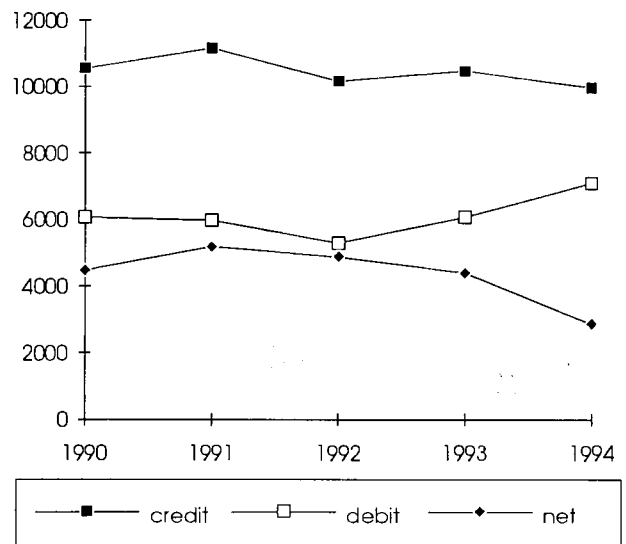
The Tourism Balance of Payments - ECU

Credits	9 963 million
Debits	7 035 million
Balance 1992	+4 874 million
Balance 1994	+2 928 million

Total nights in registered accommodation (Mio.)



The travel item in the Balance of Payments (Mio. ECU)



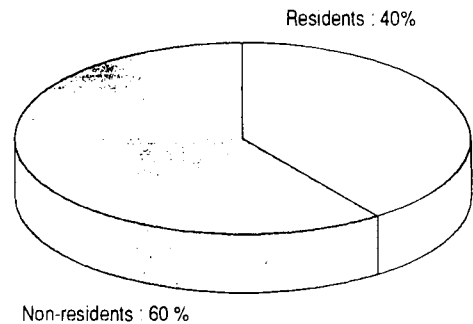
Key statistics - 1994

Population	9.9 million
Surface Area	92 400 km ²
Exchange rate: 1 ECU =	ESC 196.9
Increase of consumer price index	5.2 %

Recent trends 1994/1995

Provisional Balance of Payments figures and data on guest flows in registered tourist accommodation for the first nine months of 1995 indicate that it was another good year for tourism in Portugal. Tourism receipts grew by over 8% and total nights rose by 6% compared to the same period in 1994. After two particularly good tourism years at the beginning of the nineties, Portugal experienced a less favourable period during 1992 and 1993. The surplus dwindled as expenditures of Portuguese residents travelling abroad more than doubled. The total number of nights in registered tourist accommodation dropped to 32 million in 1993 (compared to 35 million in 1991). 1994 saw a reversal of this downward trend. The tourism foreign trade surplus increased by 8% (mainly due to a fall in expenditure) and nights spent increased by over 7% (mainly due to a 14% increase in nights spent by non-residents). Portugal is a popular European holiday destination. This is reflected in the fact that over 60% of Portugal's tourism Balance of payments surplus is in EU currencies and over 90% of arrivals of foreign tourists are from EU countries. The tourism industry accounts for about 8% of GDP and 4.4% of total employment in Portugal.

Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	1 728
Number of bedplaces	202 442
Number of bedplaces EU - share	2.4 %
Average net rate of utilisation	44.5 %

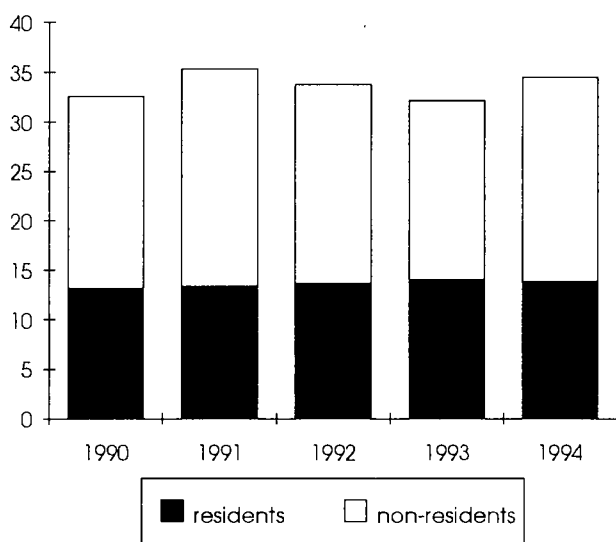
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	13.8 million
Nights spent by non-residents	20.6 million
Nights spent by non-residents, EU share	3 %

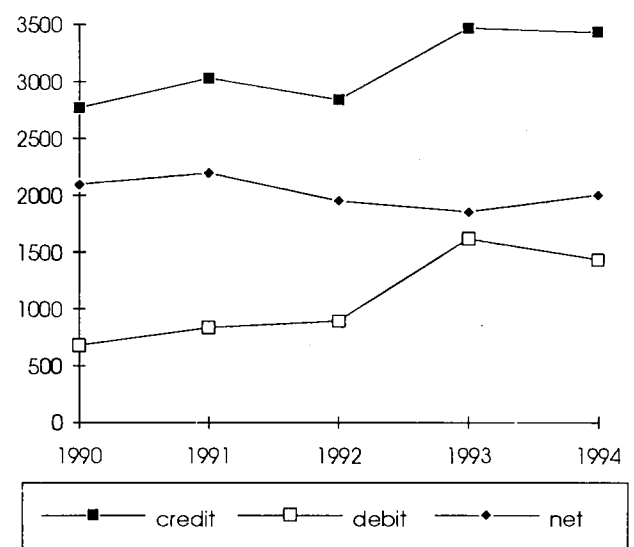
The Tourism Balance of Payments - ECU

Credits	3 430 million
Debits	1 430 million
Balance 1992	+1 949 million
Balance 1994	+2 000 million

Total nights in registered accommodation (Mio.)



The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

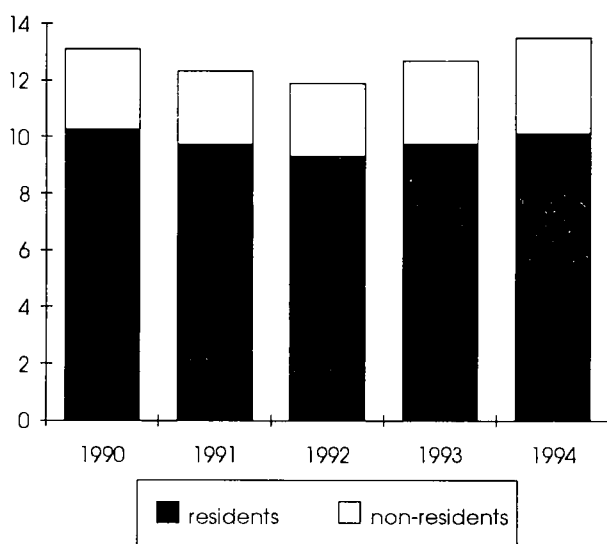
Population	5.1 million
Surface Area	337 100 km ²
Exchange rate: 1 ECU =	FMK 6.19
Increase of consumer price index	1.1 %

Recent trends 1994/1995

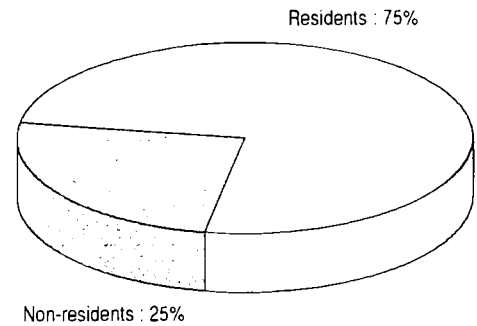
According to provisional figures for the year 1995 the number of total nights spent in registered tourist accommodation increased by 4% compared to 1994. This is principally due to a 6% increase in nights spent by residents. Nights spent by non-residents fell slightly (-1%) compared to 1994. After a slump in total nights spent in tourist accommodation during 1991 to 1993, figures for 1994 recorded new heights, mainly attributable to a 15% increase in the number of nights spent by non-resident guests (compared to 1993). Total nights increased by 6% compared to the previous year. Inbound tourism is a growing feature for Finland, with the share of non-resident nights spent in registered tourist accommodation rising from 21% in 1990 to 25% in 1994.

Finland has dramatically reduced its negative tourism foreign trade balance, after 1990 when it attained its highest level ever (ECU - 1249 million). Finnish tourists are still spending more money abroad than foreign tourists spend in Finland, but over the first half of the nineties tourism receipts have been increasing (by 15% in 1994 compared to 1990) and expenditures abroad have been falling (by 41% in 1994 compared to 1990).

Total nights in registered accommodation (Mio.)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	951
Number of bedplaces	106 374
Number of bedplaces EU - share	1.3 %
Average net rate of utilisation	34 %

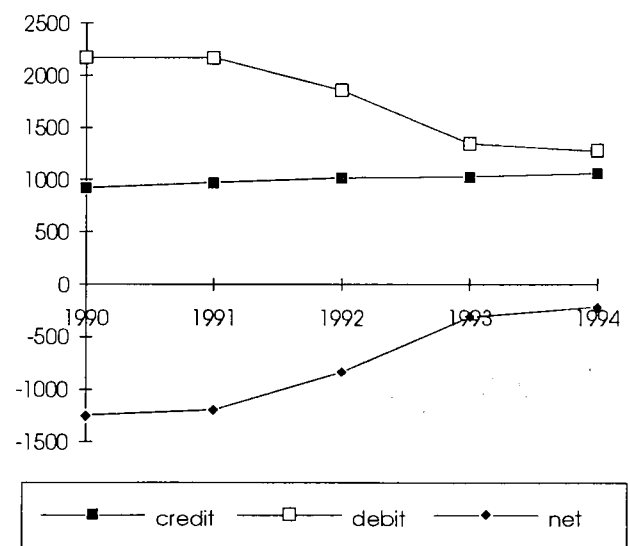
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	10.1 million
Nights spent by non-residents	3.4 million
Nights spent by non-residents, EU share	0.5 %

The Tourism Balance of Payments - ECU

Credits	1 100 million
Debits	1 323 million
Balance 1992	-840 million
Balance 1994	-223 million

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	8.7 million
Surface Area	450 000 km ²
Exchange rate: 1 ECU =	SKR 9.16
Increase of consumer price index	2.1 %

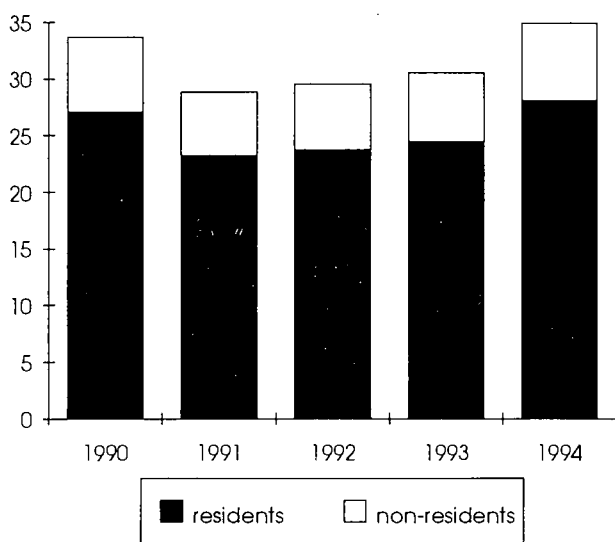
Recent trends 1994/1995

Preliminary figures for 1995 indicate that it was another good year for tourism in Sweden. Total nights spent in registered tourist accommodation increased by 7% compared to 1994. This is largely due to the strong rise in nights spent by non-residents (+16%). Residents nights increased by 5%. The number of total nights spent in registered tourist accommodation had fallen quite steeply in 1991 compared to 1990 (-14%), but had since then been rising again to attain new heights in 1994. Total nights rose by 18% in 1994 compared to 1992, as both the number of residents and non-residents guest nights increased.

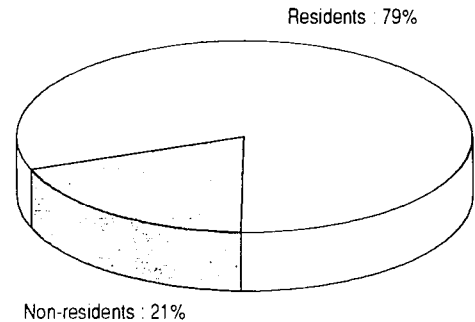
The tourism industry in Sweden continues to principally cater for domestic tourism demand, since only 21% of nights spent in tourist accommodation is attributable to non-resident guests. Scandinavian tourists still form the dominant group among non-resident guests (38%), but now tourists from Germany are becoming more and more present (26%).

Sweden has seen the tourism deficit in its Balance of Payments drop substantially between 1992 and 1994 from ECU -2832 million to ECU -1728 (by 39%). This reduction was due to very slight growth in credits (0.7%) and a considerable drop (20%) in Swedish tourist expenditure abroad.

Total nights in registered accommodation (Mio.)



Nights spent in registered accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	1 855
Number of bedplaces	173 520
Number of bedplaces EU - share	2.1 %
Average net rate of utilisation	30 %

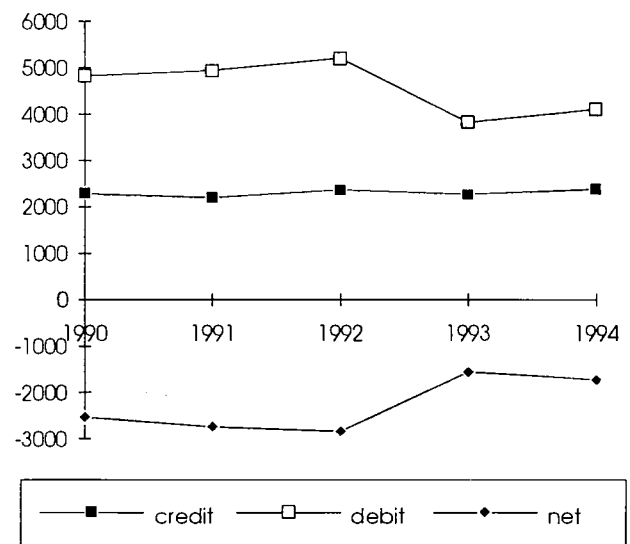
Nights spent by tourists in all types of registered tourist accommodation

Nights spent by residents	28 million
Nights spent by non-residents	6.8 million
Nights spent by non-residents, EU share	1 %

The Tourism Balance of Payments - ECU

Credits	2 379 million
Debits	4 106 million
Balance 1992	-2 832 million
Balance 1994	-1 728 million

The travel item in the Balance of Payments (Mio. ECU)



Key statistics - 1994

Population	58.3 million
Surface Area	244 100 km ²
Exchange rate: 1 ECU =	UKL 0.77
Increase of consumer price index	2.4 %

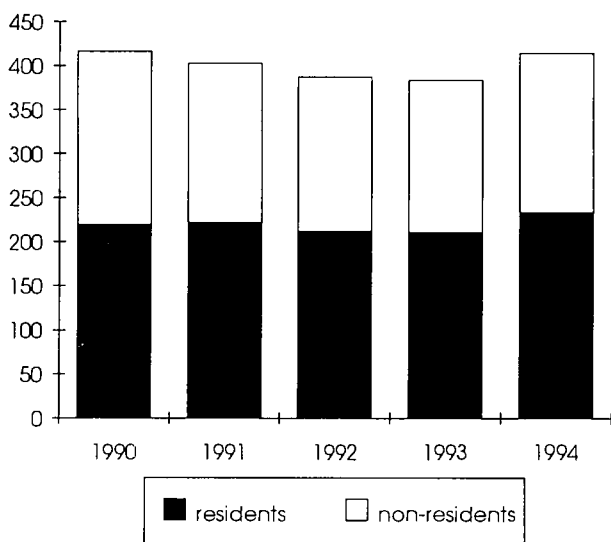
Recent trends 1994/1995

1994 and 1995 were good years for tourism in the United Kingdom. This is reflected in the Balance of Payments tourism receipts which increased by 9% in 1994 compared to the previous year. The tourism net account nevertheless continued to grow negatively (by nearly 32% compared to 1993) as each year British residents spend more money abroad. Over the first six months of 1995 receipts increased by 15% compared to the same period in 1994. Expenditure abroad also increased but at a slower pace (+8%). Figures for July and August confirm this trend with receipts increasing by 7.5% (compared to the same period in 1994) and expenditures increasing by only 2%.

In terms of total guest nights in tourist accommodation the UK experienced an upturn in 1994 compared to the previous three years, during which the numbers had been declining. Nights spent in all types of accommodation increased by 8% in 1994 compared to 1993. The number of resident nights spent increased by 11% and that of non-residents by over 4%.

Because of the exceptionally hot summer in the United Kingdom, it is expected that 1995 will prove to have been a particularly good year for domestic tourism activity, although how this was reflected in nights away and spending is less clear.

Total nights in tourist accommodation (Mio.)



Nights spent in tourist accommodation - 1994



Key figures on tourism - 1994

Hotels and similar establishments

Number of establishments	39 700
Number of bedplaces	949 148
Number of bedplaces EU - share	11.3 %
Average net rate of utilisation	40 %

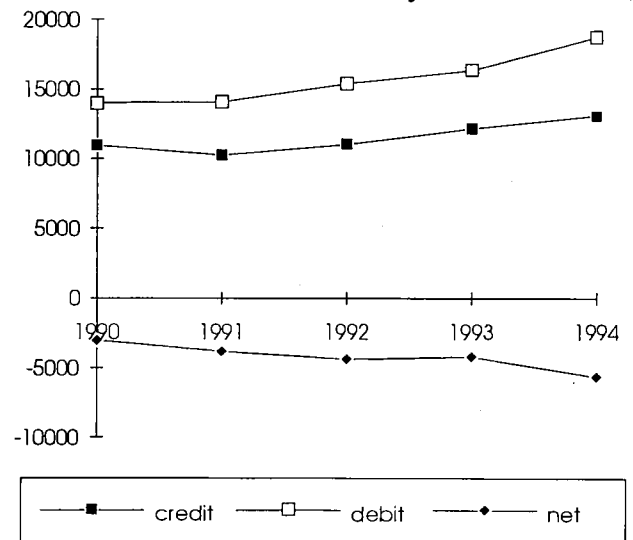
Nights spent by tourists in all types of tourist accommodation

Nights spent by residents	233.6 million
Nights spent by non-residents	180.5 million
Nights spent by non-residents, EU share	25 %

The Tourism Balance of Payments - ECU

Credits	13 052 million
Debits	18 689 million
Balance 1992	-4 348 million
Balance 1994	-5 637 million

The travel item in the Balance of Payments (Mio. ECU)



Technical Note

The data used in the country specific chapters are principally based on the Eurostat information system "TOUR".

For comparisons made at world level WTO estimates have also been used, particularly concerning "*international arrivals*" and "*international tourism receipts*".

Due to differences in methodological approaches used by the Member States data is not harmonised and thus not comparable.

The terminology specific to tourism used in this publication is fully in line with the definitions developed by the World Tourism Organisation and the Eurostat Methodology on Tourism Statistics.

A fundamental definition is that of the term "***Tourism***" which - according to the World Tourism Organisation - *comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.*

In relation to a given country the following forms of tourism can be distinguished:

- * ***Domestic tourism***, *involving residents of the given country travelling only within this country;*
- * ***Inbound tourism***, *involving non-residents travelling in the given country;*
- * ***Outbound tourism***, *involving residents travelling in another country.*

The three basic forms of tourism can be combined in various ways to derive the following categories of tourism:

- * ***Internal tourism***, *which comprises domestic tourism and inbound tourism;*
- * ***National tourism***, *which comprises domestic tourism and outbound tourism;*
- * ***International tourism***, *which consists of inbound tourism and outbound tourism.*

Also very important are the definitions of tourist accommodation establishments.

"Tourist accommodation" *is any facility that regularly or occasionally provides overnight accommodation for visitors.*

"Collective accommodation establishments" *are establishments which provide overnight lodging for the traveller in a room or some other unit. The number of places it provides must be greater than a specified minimum amount for groups of persons exceeding a single family unit and all the places in the establishment must come under a common commercial-type management, even if it is not-profit-making.*

"Hotels and similar establishments" are collective accommodation establishments typified as being arranged in rooms, in numbers exceeding a specified minimum, and as providing certain services including room services and daily bed-making and cleaning of the sanitary facilities.

"Other collective accommodation and specialised establishments" are the remaining types of tourist accommodation belonging to the division of collective accommodation establishments. Such establishments are intended for tourists, may be non-profit-making, coming under a common management, providing minimum common services (not necessarily room service), and not necessarily being arranged rooms but perhaps in dwelling-type units, campsites or collective dormitories and often engaging in some activity besides accommodation, such as health care, social welfare or transport.

International arrivals : All data refer to arrivals and not to the actual number of people travelling. One person visiting the same country several times during the year is counted each time as a new arrival. Likewise, the same person visiting several countries during the same trip is counted each time as a new arrival.

International tourism receipts and expenditures : Balance of Payments data are in line with the definitions in the Balance of Payments Manual by the International Monetary Fund. The **"Balance of Payments"** is defined as the record of a country's international transactions with the rest of the world (or, in other words, transactions of its residents with non-residents). Data in this publication focuses on transactions concerning "Travel". **"Travel"** covers goods and services acquired from an economy by non-resident travellers during their stay on the territory of that economy and for their own use. It excludes receipts and expenditures for international transport.

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