

The Amazing Stats-At-A-Glance Country Profile System

Background and Instructions

Background:

This spreadsheet system is all about countries as countries of ORIGIN for travelers, not countries as destinations.

The file contains lots of data specific to countries to help in **preparing a forecast** of travel to the USA, marketing decisions, debunking international travel myths, and other uses such as adding a story to the inbound numbers to the USA.

The file is linked to several other ongoing files pertaining to visitor volume, UNWTO data, spending, and such.

If the sheet contains an error message, it's most likely due to a lack of data, such as "na" being divided by 1000 or something, producing an Excel error message.

Explanation of Colors:

Black: Country name. Used to verify that the data retrieved from the various and numerous databases via Excel VLOOKUP functions pertain to the country we actually want. VLOOKUP functions are powerful but finicky. If the country name to be looked up isn't EXACTLY what is in the first column of the lookup database range, the data retrieved is usually that of the country preceding the one you want (in alphabetical order). All data returned are either in the same row or the same column as the country name. Thus, if the country name is correct, the data is for that country.

Pink: Traveler volume related.

Green: Traveler spending related.

Purple: Pertaining to economics or demographics.

Blue: Miscellaneous data

Yellow: Common metrics asked internally or by the industry such as share of total or rankings.

Brown: Places visited: other countries and in the USA.

Orange: Commentary from various sources (not necessarily DOC approved).

Directions for OTTI staff:

Step 1: Read this page.

Step 2: Open THE AMAZING COUNTRY OUTBOUND TRAVEL PROFILE SYSTEM TEMPLATE.XLS file.

I:\Tourism Industries\Research\Forecast\002 Forecast Program Helper Files\000 AMAZING COUNTRY PROFILE SYSTEM\000 THE AMAZING Country Outbound Travel Profile System TEMPLATE.xls

Follow the four steps itemized on the screen. It is important to execute step #2, which opens a key file to which much of the data is linked, including long country commentary. Otherwise country comments that are long will be cut off. This issue has to do with Excel's reference path limit of 256 characters in a cell. I know. I know.

TO PRINT: change the printer to the MASHCHB1520987 printer or similar. If not available and the # of pages goes beyond 1, go to PAGE LAYOUT>>Page.Setup>> and ADJUST TO 80% of original.

1) Total Outbound TRAVELERS (m): Millions of visitor volume of all outbound travelers FROM the country to anyplace where the stay in anyplace was 1+ nights. Uses UNWTO annual Barometer Statistical Compendium outbound data as reported by country. Moreover, it reflects the GROSS number of bodies leaving a country, but not unique persons. That is, 20% of persons probably make up 80% of the travelers for many origin countries. Data is available with a 1.5-year lag, but even then is not complete.

SOURCE: UNWTO Statistical Compendium (June annual release).

REASON: For perspective to gauge total potential of the country. There may be a big difference between total outbound and the MOST APPROPRIATE metric...total long-haul leisure travelers. Future editions of this system may try to define "long-haul" from a USA perspective

2) Percent change from previous year.

SOURCE: formula.

REASON: What are the changes from a RELATIVE perspective.

3) To USA (m): Visitor volume of all outbound travelers FROM the country to the USA as tallied by I-94 vendor using DHS I-94 monthly database per OTTI "visitor" definitional instructions.

SOURCES: DOC/OTTI via Department of Homeland Security's I-94 data program; Statistics Canada; Banco de Mexico.

REASON: Percent changes are one indication but body count provides the real numbers.

4) USA Share of Outbound: Visitor volume to the USA divided by the total outbound (1+) night travel from the country. Error messages in more recent years means that data does not yet exist.

SOURCE: formula.

REASON: US share of world travelers or spending is what UNWTO releases, but has limited uses. US share of a specific country is VERY IMPORTANT. Due to differences in short-haul versus long-haul from one country to another, the CHANGES in US share of outbound is the most important.

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5) To USA % Change: Year-to-year change in visitor volume to the USA.

SOURCE: formula.

REASON: What are the changes from a RELATIVE perspective.

6) Total Outbound SPENDING (\$b): This data series has methodology issues! The numbers reported by UNWTO is a constantly moving target because of reporting in US\$, which is constantly changing due to currency exchange rates. Thus, using historical via the Statistical Compendium CD-ROM data series, coupled with recent UNWTO World Tourism Barometer series data gives totally misleading data. For example, Australia 2008 from SC CD-ROM is \$15.89B, but the June 2010 Barometer lists \$18.4B for 2008. Hmmm.

Visitor spending of all outbound travelers FROM the country to anyplace where the stay in anyplace was 1+ nights. Visitor spending ONLY INCLUDES spending in the country or countries visited. Per UNWTO policy, it EXCLUDES spending on passenger fares, which for the U.S., is more than a fifth of total spending. Passenger fare data for other countries is often not available!

SOURCE: OTTI purchase of UNWTO data on CD; UNWTO October issue of tri-annual, *Barometer*.

REASON: Total bodies is useful, but the mission statement for most travel-related organizations is to increase exports...i.e. \$\$\$.

7) To USA (\$b): Visitor spending of all outbound travelers FROM the country in the USA. Includes spending in the USA and passenger fares on US carriers (both exports). Includes day trip spending. Forecast US spending is SIMPLY based on the ratio of spending per visitor for the most recent year applied to the forecasted visitor volume. That is, OTTI forecasts VISITOR VOLUME, NOT SPENDING! This is a simple metric and should be treated as such. Visitor spending per visitor changes for lots of reasons, including changing prices and currency exchange rate.

SOURCE DOC/BEA.

REASON: Body count is one metric, but visitor spending provides the total export value of the market.

8) USA share of Outbound: Visitor spending of all outbound travelers FROM the country IN the USA with a stay of 1+ nights divided by total outbound spending. Numerator and denominator BOTH EXCLUDE passenger fares.

SOURCE: formula.

REASON: USA share of world travelers or spending has limited uses, but USA share of a specific country is VERY IMPORTANT. Due to differences in short-haul versus long-haul, the CHANGES in USA share of outbound is the most important.

9) To USA % Change: Year-to-year change in visitor spending in the USA. Change reflects 1) change in visitor volume; 2) change in currency exchange rate; 3) change in USA travel prices; and 4) change in visitor's spending "intent" before leaving home. These are reported in likely order of impact. I.e, the change in intent of visitor spending is probably smaller compared to changes in currency exchange rate.

SOURCE: formula.

REASON: What are the changes from a RELATIVE perspective.

10) Real GDP % Change: Annual percent change in a country's Gross Domestic Product measured in own currency. Not taken into account here or in #11 is the Purchasing Power Parity of the country versus the USA. This conversion is included in the "The World (YEAR) in Figures in the Amazing Data File linked to this file in other areas. This conversion attempts to--beyond the conversion of exchange rates--convert the purchasing power of a US dollar in the origin country for a similar basket of goods and services.

SOURCE: International Monetary Fund

REASON: Some firms forecasting travel to the U.S. rely on changes in GDP exclusively. The relationship of historical performance between change in GDP and change in visitors for most countries is not strong, typically not even good. But most people think it is or should be, which seems reasonable.

11a) GDP/Capita (000s of constant \$US): The ratio of total GDP in constant U.S. converted dollars to the country's population. Changes in this ratio reflect at least 4 factors: 1) actual changes in GDP; 2) population change; 3) changes in country's currency to U.S. changes, and 4) changes in U.S. GDP deflator.

SOURCE: International Monetary Fund

REASON: If GDP is a measure of a country's wealth, then this ratio is a measure of the country's wealth per resident.

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11b) GDP/Capita % Change: Year-to-year changes in the ratio of GDP per capita. Due to the make-up of the ratio, Y-T-Y shifts can be large.

SOURCE: International Monetary Fund

REASON: How is the metric changing, regardless of its size relative to the U.S.

12) GDP/Capita Purchasing Power Parity (000s of current \$international): The ratio of total GDP in current international converted dollars to the country's population. Changes in this ratio reflect at least 4 factors: 1) actual changes in GDP; 2) population change; 3) changes in country's currency to the international "dollar", and 4) changes in own country GDP deflator.

SOURCE: International Monetary Fund

REASON: If GDP is a measure of a country's wealth, then this ratio is a measure of the country's wealth per resident adjusting for ability to buy a common "basket" of goods. The difference between this measure and #11a is adjusting for purchasing power parity recognizes that relative prices are different between countries. PPP tries to account for that and give a relative sense of what the "same" basket of goods and services would cost relative to a measure of income.

13) Inflation: Inflation rate percent change in country's own currency.

SOURCE: International Monetary Fund

REASON: Much data in this database is adjusted for inflation. But inflation itself may be related to other variables that influence travel behavior, such as consumer sentiment (e.g., toward spending money, now vs. later).

14) Unemployment Rate (%): Ratio of persons out of work but looking to the total population of employment-age persons. This ratio excludes persons who are not working and are NOT looking for work. This information is available for only a handful, but increasing, number of countries. This travel factor also has a very weak relationship by itself with change in travel to the USA, perhaps because those most susceptible to losing their job are the least likely to take international trips.

SOURCE: International Monetary Fund

REASON: If you're not employed, your not taking a nice long vacation to the USA.

15) Population (millions): Millions of residents of the country. If it matters, residency does not equal citizenship. That's OK because most countries (properly) report visitor volume by origin country of residence.

SOURCE: International Monetary Fund

REASON: Increases in travel from a country can only happen when 1) a higher proportion of the residents visit the USA and/or 2) the same residents take MORE trips within a calendar year, and/or 3) the proportion and frequency remain the same, but the population is growing. Populations of most Western Europe countries and Japan are flat or declining. Thus visitor increases can only come about from higher share and/or incidence of travel to the USA.

16) Government Debt to GDP Ratio: The ratio of the country's outstanding government debt to the current level of GDP in the country's own currency.

SOURCE: International Monetary Fund

REASON: The usefulness of this metric may reflect the long-term potential of tax increases and or government budget decreases within the country, and thus either future tax burdens to citizens and/or limited ability of the G to maintain and/or increase G spending in times of "need." Beginning in late 2008, many countries began greatly increasing government purchases to stimulate demand and temporarily increase GDP change. As of this writing, the opposite has or is occurring, with a subsequent drag on GDP growth, at least in the short run. For example, Japan's 250 index is kind of like you buying a \$250K Lamborghini Gallardo Coupe on a \$100K salary.

17) Currency Exchange rate: The amount in US dollars received per 1 unit of the country's currency. The exchange rate is presented from the country's traveler perspective, which is what they know. OTTI has not conducted formal analyses of the relationship between currency exchange rate and traveler volume, but simple scatter plots reveal no relationship, either as a current, leading, or lagging indicator. The rate DOES explain a big portion of the difference in the change in visitors and change in visitor spending.

SOURCE: International Monetary Fund

REASON: Changes in the exchange rate changes the cost of the trip to the U.S.

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18) Major Stock market performance (000s). Annual percent changes to a broad index of stocks in the country's most key stock market. Not available for every country.

SOURCE: Varies by country.

REASON: A country's stock market returns should reflect general outlook for the earning potential of the companies in that country, and thus the economic outlook for the near or long-term.

19) The stock market index used in #18 above.

SOURCE: varies

20) Economist Magazine's "The World in <<YEAR>> In Figures". Another source of some economic forecasts for the most recent (upcoming) year.

SOURCE: *Economist* magazine "The World in <<YEAR>>" (Fall special issue)

METRICS: Absolute change, percentage change, and compound average growth rate (CAGR) for time period shown. Time period may vary depending on data availability. CAGR computed on initial/terminal method, which will differ from other methods including regression, which take into account changes up and down between the initial and terminal years.

21) Visitation by Month : % change for month vs. same month previous year. Shown for the current and two prior years.

An %: 3-year average monthly share of total annual visitation 2008, 2009, 2010. What is the distribution of visitation throughout the year? April and March vary from year to year for some countries due to month in which Easter is observed.

YTD: The year-over-year percent change from January through the most recent month noted for each time period. YTD for the current year column reflects the percent change from January through the most recent month for that year, compared to the same time period for the previous year. The month in the lower right of this area reflects the most recent month that the YTD formulas have been changed to.

SOURCES: DOC/OTTI via Department of Homeland Security's I-94 data program; Statistics Canada; Banco de Mexico.

REASON: How is the country doing lately? Annual change gives "speed," monthly change gives "acceleration."

22) US States Visited: A recent 3-year average of share of total visitation from the country of origin to the U.S. for the top ten U.S. states of destination.

SOURCE: OTTI's ongoing Survey of International Air Travelers.

REASON: Who benefits the most in the USA from travel from this country. The Travel Promotion Act of 2009, among other mandates requires the newly-created non-profit Corporation for Travel Promotion to spread international travelers geographically across the U.S.

23) Geo-Equity: A Mark Brown term and metric to measure the geographic distribution of travel in the U.S. from the country of origin. The number reflects the 50 states+DC who account for 2.0% or more of total inbound to the U.S. from the country. Canada is highest at 27 or so. Many countries have a geo-equity index in the low teens. The 2.0% level is arbitrary, but based on careful consideration of tradeoffs. It's also conveniently "average"....100% divided by 50 states =2%.

SOURCE: OTTI's ongoing *Survey of International Air Travelers*.

REASON: A way of measuring the visitation concentration of travelers from this country. The Travel Promotion Act of 2009, among other mandates requires the newly-created non-profit Corporation for Travel Promotion to spread international geographically across the U.S. So...do you market to countries with higher geo-equity indices (Canada), or do you try to convince travelers from countries with low indices (Japan) to go to more places in the U.S.?

24) VWP?: Whether or not the country participates in the U.S. Department of State's Visa Waiver Program, eliminating the need for most travelers to obtain a visa to visit the U.S. Currently about three dozen countries participate in the program, with inclusion based on several factors monitored by the Department of State. A year reference is the year in which the country was admitted into the program. Otherwise the cell says, "no".

SOURCE: U.S. Department of State.

REASON: VWP status reduces the time, energy, and cost of traveling to the U.S.

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25) Countries Visited: The percent of total outbound from the country to each of the top ten destination countries. % reflects either the 1, 2, or 3 year average visitation share from 2005 to 2007 depending on data availability. 2008 data is available from UNWTO for some but not all countries and was not worth and even misleading to include in the average.

Sum top 10: The proportion of total outbound from the country accounted for by the top ten destinations. Typically 70%-90% for most countries.

Base: Whether the destination country distribution is based on origin country's reported outbound or sum of reporting destination countries. "Destinations: 58% of origin" means the base used is reporting destinations, and the sum of this is only 58% of the total outbound reported by the origin country. The number can exceed 100% due to multiple country visitation on a trip or violations of UNWTO-preferred definitions of international travel.

Trend: Subjective description of the trend in outbound from 1997 through 2008. Percent changes mentioned likely reflect the percent change from the 2005-2007 volume average to the 1997-1999 volume average. Another three-year average may be added later...1999-2001 to reflect the 2000 previous peak year for many countries. Volume comparisons are often 2008 versus 1995.

SOURCE: UNWTO Statistical Compendium CD-ROM database purchased April 2010. Please note: outbound by country of origin DOES NOT EXIST by itself--at least in a directly comparable and easily obtainable format or database. OTTI created OUTbound working backward using the INbound "Statistical Compendium" worksheet for each destination country file...using each destination country's definition of "international traveler." This varies from country to country. For these reasons, the numbers here may be different from other sources, specifically an origin country's OUTbound visitor volume estimates and destinations. The total number of Excel files involved in this system: 1.23 quintillion!

REASON: Gives a sense of the competition for long-haul travel and who are the winners and losers. For example, much has been said about the decline in Japanese travel to the U.S. since the late 90s. What isn't also said, is the same or WORSE decline in Japanese travel to all other non-Asia countries. Or conversely, the growth in travel to nearby Asia countries of China, Vietnam, and Korea.

26) Global Outbound Travelers: Share: The ratio of the country's share of reported 1+ night travelers to other countries, to the total GROSS volume of international travelers across all 200 or so countries. Note: this share will be different from that which would be created from item #22, which is often based on the sum of destination countries.

SOURCE: formula based on UNWTO data.

REASON: Convenient way to compare the country's share to other metrics.

27) Global Outbound Travelers: Rank : The country's ranking of the ratio of the country's share of 1+ night travelers to other countries, to the total GROSS volume of international travelers across all 200 or so countries.

SOURCE: based on UNWTO data.

REASON: Because ranking is a convenient way to compare countries. Combined with share provides a more solid evaluation of the country's proven ability to produce international travelers.

28) Global Outbound Spending Share: The ratio of the country's share of 1+ night traveler spending to other countries, to the total GROSS volume of international traveler spending across all 200 or so countries.

SOURCE: formula based on UNWTO data.

REASON: Convenient way to compare the country's share to other metrics.

29) Global Outbound Spending Rank : The country's ranking of the ratio of the country's share of 1+ night traveler spending to other countries, to the total GROSS volume of international traveler spending across all 200 or so countries.

SOURCE: based on UNWTO data.

REASON: Because ranking is a convenient way to compare countries. Combined with share provides a more solid evaluation of the country's proven ability to produce international traveler spending.

30) USA Visitors: SHARE: The ratio of visitors to the US....to all U.S. visitors.

SOURCE: DOC/OTTI via Department of Homeland Security's I-94 data program; Statistics Canada; Banco de Mexico.

REASON: What is the RELATIVE importance to the U.S. in terms of people.

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31) USA Visitors: RANK The country's ranking of the ratio of visitors to the US....to all U.S. visitors.

SOURCE: DOC/OTTI via Department of Homeland Security's I-94 data program; Statistics Canada: Banco de Mexico.

REASON: Because ranking is a convenient way to compare countries.

32) USA Spending: SHARE: The ratio of visitors to the US....to all U.S. visitors. Only available for the 20 or so countries for which BEA provides country-level data.

SOURCE: DOC/Bureau of Economic Analysis; Statistics Canada: Banco de Mexico.

REASON: What is the RELATIVE importance to the U.S. in terms of people.

33) USA Spending: RANK The country's ranking of the ratio of visitors to the U.S....to all U.S. visitors. Only available for the 20 or so countries for which BEA provides country-level data.

SOURCE: DOC/Bureau of Economic Analysis; Statistics Canada: Banco de Mexico.

REASON: Because ranking is a convenient way to compare countries.

34) Vacation / Leisure Travelers (main purpose): 3-year average of the proportion of travelers coming to the USA whose main travel purpose is for vacation or leisure purposes.

SOURCE: DOC/OTTI Survey of International Air Travelers.

REASON: Because most organizations applying marketing effort are marketing to market-able leisure travelers. Ranges from 7% (India) to 68% (Japan).

35) OPEN

36) Export % of GDP: The ratio of the countries value of exported goods and services to its total GDP. This ratio CAN exceed 100% due high level of imports. Data year varies and ranges from 2001 to 2006.

SOURCE: I forget. Not IMF.

REASON: This ratio provides insight on how the country's economy might fare in times of robust global trading or not. For example, throughout fall 2008 and most of 2009, countries with high ratios suffered due to declines in global trading.

37-40) \$\$\$ / visitor: SIAT and rank: rankings are among the 20 or so countries profiled in the SIAT.

TOTAL TRIP: Mean average spending per visitor anywhere in the world during this trip (in U.S. dollars). and rank to the right. Sum of IN THE USA and AIRFARE should be decently close to TOTAL TRIP, but not the same. Ranks are to the right.

\$\$\$ / visitor/night IN THE USA: Mean average spending per visitor per night IN THE USA. and rank to the right.

The ratio of the country's total visitor spending estimated by OTTI to the total number of visitors...and ranking. These numbers are sometimes very close to the BEA estimate, and sometimes not so close. OTTI has attempted to obtain reasoning for the differences. Those interested should talk directly with BEA staff who work on the Travel & Tourism Satellite Account System.

SOURCE: DOC/OTTI ongoing Survey of International Air Travelers.

REASON: All visitors are not created equal when it comes to visitor spending. Use with caution though, when comparing overseas countries to Canada and Mexico, who have the lowest ratios among countries for which BEA provides estimates. These countries have a sizable number of visitors who stay for short periods of time because of their proximity to the U.S.

41-43) \$\$\$ / visitor: BEA and rank: The ratio of the country's total visitor spending estimated by BEA to the total number of visitors...and ranking. PLEASE NOTE that the rank depends on whether the countries available are based on the March BEA release or the June BEA release, which contains additional countries. For example, it's likely that China is ranked #1 based on the March release, but #2 based on the June release. Get over it.

SOURCE: DOC/BEA; DOC/OTTI.

REASON: All visitors are not created equal when it comes to visitor spending. Use with caution though, when comparing overseas countries to Canada and Mexico, who have the lowest ratios among countries for which BEA provides estimates. These countries have a sizable number of visitors who stay for short periods of time because of their proximity to the U.S.

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44) I-94 Address (US state) All non-citizens entering the U.S. (except Canada and Mexico (partial) must submit a completed I-94 form to pass Customs and Border Patrol entry stations. The I-94 card contains a question, "12. Address while in the United States (number and street)" and "13. City and State". The state component of this question is entered into the overall database by DHS's data-entry vendor. The quality of this data should improve with DHS's move to the ESTA system, for which data is directly entered by the traveler.

Total OS: The total I-94 visitor count (using UNWTO international visitor definition)

Not Reported.: The number of visitors from the country for whom an address while in the US does not exist. Usually, the proportion of not reported to total OS is small.

SOURCE: Department of Homeland Security; I-94 border control entrance form.

Reason: This information provides a valuable comparison against the "US States Visited" information provided in section 23 of this profile. The I-94 is based on the most current year (census); the US State visited from the Survey of International Travelers is based on a survey and from combined three years.

45) Currency details: Specs on the country currency for additional information: Includes name of currency, recent monthly average, and up to 15 year trend summary.

46) Country Commentary: A verbal assessment of the country's economic, demographic, and social situation and potential for USA visitors based on various sources. Statements included do not necessarily reflect those of DOC. Commentary reflect the most recent available.

SOURCES: The annual Economist The World (YYYY), DOC's Commercial Service representatives in country, Business Monitor International Online, etc.

REASON: Provides a convenient overall qualitative assessment incorporating all that is known about the country from a visitor-producing perspective.

47) Target Country?: Whether the origin country publicly has been as a country of emphasis by either the Department of Commerce or by the Corporation for Travel Promotion as a target country for receiving CTP-led marketing efforts.

DOC?: Options are 1) no; 2) Yes. Export size.; or 3) Yes. Growth potential. DOC does not conduct any marketing, so being a DOC country target is not a justification for expecting higher traveler volume than otherwise would occur.

CTP?: Whether or not the country is a target of the Corporation for Travel Promotion, the non-profit organization created by the Travel Promotion Act of 2009. Also, \$ level of marketing effort if available or some similar metric. As of this writing in early 2012, the CTP marketing plans were not available.

SOURCES: DOC public documents. Public documents/website of the Corporation for Travel Promotion.

REASON: For OTTI forecasting purposes, country forecasts will depend on the level of marketing effort.

File Links:

This file contains links FROM (at least) these files:

[UNWTO Global Visitors Receipts ONGOING.xls](#) (I:\Tourism Industries\ZZZ ASSOCIATIONS\WTO--UN World Tourism Organization\001 UNWTO U.S. Market Share Indicators (of Global Travel by country)\UNWTO Global Visitors Receipts ONGOING.xls)

[000 The Official OTTI Inbound Volume Trend File.xls](#) (I:\Tourism Industries\Research\ZZZ MVB Ongoing Motherlode Files\000 The Official OTTI Inbound Volume Trend File.xls)

[001 spending Trend.xls](#) I:\Tourism Industries\Research\ZZZ MVB Ongoing Motherlode Files\001 spending Trend.xls\IMF country name Trend

[000 The Amazing---Data File.xls](#). I:\Tourism Industries\Research\Forecast\001 THE AMAZING --- DATA FILE.xls]

[00000 I-94 Monthly by Country 2000-Current.xls](#) (I:\Tourism Industries\Research\ZZZ MVB Ongoing Motherlode Files\00000 I-94 Monthly by Country 2000-Current.xls)