Tourism Economics and Tourism Satellite Account Course: Visitor Spend, Multipliers and KPIs

1 – 5 February 2027
London - Central London four-star



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Ref: 1629_25873 **Date:** 1 – 5 February 2027 **Location:** London - Central London four-star **Fees:** 23000 SAR

Introduction:

Tourism Economics and Tourism Satellite Account training is a 1-week course for tourism statistics, economic analysis and destination planning units, ending with a Tourism Economic Measurement Plan and KPI Dashboard for a case tourism authority. Many authorities publish arrivals and hotel occupancy yet cannot show how much value added, employment and tax revenue visitor spending creates, so targets and investment cases rest on weak evidence. Nominees already compile or use tourism figures; the course builds working estimation models on case data. CoreConcept Training Center delivers this tourism economics and satellite account course.

Course Objectives:

- Classify visitors, trips and forms of tourism with IRTS concepts so arrival, night and spend series follow one consistent definition
- Design visitor expenditure surveys at entry points and accommodation, then weight and gross up spend by market and product
- Compile the core Tourism Satellite Account tables and derive tourism direct gross value added and tourism direct GDP
- Estimate direct, indirect and induced effects of visitor spending with input-output multipliers, adjusting for import leakage
- Build a tourism KPI dashboard that links arrivals, spend, value added and jobs to national tourism strategy targets
- Prepare a Tourism Economic Measurement Plan that assigns data sources, compilation steps and release cycles to each indicator

Target Audience:

- Tourism statistics units responsible for compiling arrivals, nights and visitor spend series
- Economic analysis teams in tourism authorities responsible for estimating sector contribution and impact
- Destination planning departments responsible for setting tourism growth targets and investment priorities
- Performance monitoring units responsible for reporting tourism strategy results to leadership
- National accounts and balance of payments teams responsible for the travel and tourism components
- Research units in tourism development funds responsible for appraising the returns of visitor-economy projects

Course Outline:

Day 1: Tourism Demand and Supply Statistics Foundations

- IRTS Visitor, Tourist and Same-Day Visitor Classification
- Usual Environment Rules and Trip Purpose Coding Practice
- Inbound, Domestic, Outbound and Internal Tourism Flow Mapping
- Accommodation Register and Occupancy Return Data Audit
- Tourism Data Gap Inventory for a Destination Authority

Day 2: Tourism Satellite Account Framework and Tables

- TSA Recommended Methodological Framework Table Structure Walkthrough
- Tourism Characteristic Products Mapped to CPC Codes
- Tourism Industries Defined Through ISIC Activity Classes
- Supply and Use Reconciliation of Internal Tourism Consumption
- Tourism Direct Gross Value Added and Tourism Direct GDP

Day 3: Visitor Spend Surveys and Expenditure Estimation

- Exit Survey Sampling Frames at Airports and Land Borders
- Household Travel Survey Modules for Domestic Trips
- Expenditure Questionnaire Design by Product and Package Split
- Weighting and Grossing Up Spend per Visitor Night
- Card Payment and Booking Platform Data as Spend Proxies

Day 4: Economic Impact Analysis, Multipliers and Leakage

- Input-Output Tables and Tourism Demand Vector Construction
- Output, Income and Employment Multiplier Calculation Steps
- Direct, Indirect and Induced Effect Decomposition by Industry
- Import Leakage and Local Purchase Share Adjustment
- Event and Attraction Impact Studies Avoiding Gross Counting

Day 5: Modelling Build and Tourism Economic Measurement Plan

- Case Authority Spend Model From Survey and Arrival Data
- TSA Summary Tables Compiled for the Case Destination
- Multiplier Scenario Runs for a New Resort Cluster
- Tourism KPI Dashboard Linked to Strategy Targets
- Tourism Economic Measurement Plan Completion and Peer Review

Skills You Will Gain:

- Visitor Classification
- Tourism Expenditure Estimation
- Survey Weighting
- Satellite Account Compilation
- Input-Output Multiplier Analysis
- Leakage Assessment
- Tourism KPI Dashboard Design
- Indicator Release Planning

Why Attend This Course:

- Deliver a Tourism Economic Measurement Plan and KPI Dashboard to the tourism authority's leadership and strategy office
- Judge whether a reported impact figure for an event, attraction or resort uses sound multipliers and excludes leakage
- Prevent strategy targets being set or reported on arrival counts alone, without spend, value added or employment evidence
- Train statistics and planning staff on IRTS definitions, survey weighting and TSA table compilation routines

Conclusion:

Back at work, the participant hands the tourism authority's leadership and strategy office a Tourism Economic Measurement Plan and KPI Dashboard. Planners use it to set visitor spend, value added and employment targets, to test the expected return of resort, event and attraction proposals, and to agree data supply terms with survey teams and national accounts compilers. After the first annual release of satellite account tables, the unit should compare estimated against observed spend and multiplier results and revise survey samples and dashboard thresholds.

Frequently Asked Questions FAQ:

What should participants know before a tourism economics and tourism satellite account course?

Participants should already compile, analyse or use tourism figures such as arrivals, nights or hotel occupancy and be comfortable with spreadsheets. Bringing anonymised survey, arrival or accommodation data from their own authority makes the modelling build more useful.

How does tourism economics and tourism satellite account work differ from general official statistics or project appraisal training?

It applies statistical and economic methods to one sector: visitor definitions, spend surveys, satellite account tables and tourism multipliers. General official statistics courses cover national statistical systems broadly, and project appraisal courses value single investments rather than measuring the visitor economy.

Why do tourism authorities use a tourism satellite account instead of hotel and arrival figures?

A satellite account measures the value added, output and employment that visitor spending generates across all industries, consistent with national accounts. Arrival and occupancy figures show volume only and cannot be compared with other sectors' contribution to the economy.

What does a participant take back from tourism economics and tourism satellite account training?

Participants take back a Tourism Economic Measurement Plan and KPI Dashboard built on a case authority, plus spend estimation, satellite account and multiplier templates they can adapt to their own destination data.