

CITY TOURISM OPERATIONS OFFICE

Definition of Terms

TOURIST or OVERNIGHT VISITOR[^] – an individual who visits Davao City and stays for more than a day but less than a year; A *visitor (domestic, inbound or outbound)* is classified as a *tourist (or overnight visitor)*, if his/her *trip* includes an overnight stay.

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

EXCURSIONIST (or same-day visitor)[^] – A *visitor (domestic, inbound or outbound)* is classified as a *same-day visitor (or excursionist)* if his/her *trip* does not include an overnight stay.

ACCOMMODATION – may include hotels, guest-houses, lodging-houses, bed and breakfast, inns, pensions, motels, dormitels, apartels, suites, condotels,

ARRIVAL – the time when the guest arrives in the accommodation and registers to check in

CHECK-IN – arrival of guest who has registered to stay in an accommodation

NUMBER OF ROOMS – the number of functional rooms multiplied by the number of the days of the month

NUMBER OF ROOMS AVAILABLE FOR THE MONTH* – the total number of rooms occupied by the guest/s for the month

NUMBER OF ROOMS OCCUPIED FOR THE MONTH* – the total number of rooms occupied by the guest/s for the month

NUMBER OF BEDS AVAILABLE FOR THE MONTH – the number of beds multiply by the number of days of the month (may include single or double).

NUMBER OF BEDS OCCUPIED FOR THE MONTH – the total number of beds occupied by the guests for the month (may include single or double).

GUEST NIGHT* – The number of nights guest is staying

AVERAGE GUEST NIGHT* – the total Guest Nights divided by the total number of rooms occupied for the month

NUMBER OF OVERNIGHT VISITORS* – the total number of guest nights divided by the average guest nights

AVERAGE LENGTH OF STAY* – the total number of guest nights divided by total number of overnight visitors

AVERAGE OCCUPANCY RATE* – the total number of rooms occupied divided by the number of rooms available for the month

EXPENDITURE – is calculated by adding all income generated from an occupied room, including room cost and room services (food, drink, laundry, etc.);

AVERAGE DAILY EXPENDITURE – total expenditure divided by the total number of overnight guests divided by the number of days of the month;

ROOM REVENUE – income generated from an occupied room excluding room services (food, drink, laundry, etc.); the amount received through selling rooms.

AVERAGE ROOM RATE – a rate which is determined by dividing the total room charge amount by the total occupied rooms; total room revenue divided by the total rooms occupied

PURPOSE OF VISIT – may be classified as leisure, recreation, holidays, pleasure, vacation; visiting friends and relatives; government, official mission; business, commercial, professional; health treatment; religion, pilgrimages; other

NATIONALITY – the status of belonging to a particular nation by origin, birth, or naturalization. Verification can be done preferably through the foreign national's passport or through the person's declaration in the Guest Registration Form

FOREIGN TOURISTS[~] – are foreign persons admitted under tourist visas (if required) for purposes of leisure, recreation, holiday, business, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night in a collective or private accommodation in the receiving country and their duration of stay must not surpass 12 months.

DOMESTIC TOURISTS~ – Domestic visitors are those whose country of residence is the country visited; they may be nationals of this country or foreigners.

LUZON – tourist/s coming from the island in the northwest of the Philippines

VISAYAS – tourist/s coming from an island group of the central Philippines in and around the Visayan Sea between Luzon and Mindanao.

MINDANAO – tourist/s coming from an island in the southern Philippines

UNSPECIFIED – domestic and/or foreign tourist/s where origin is not specified

OVERSEAS FILIPINO – Philippine passport holders permanently residing abroad; excludes overseas Filipino workers

DEMOGRAPHICS – statistical characteristics of a population; it may include gender, race, age, location

OTHER REFERENCE:

MICE or MEETINGS INDUSTRY^ - To highlight purposes relevant to the *meetings industry*, if a trip’s main purpose is business/professional, it can be further subdivided into “attending meetings, conferences or congresses, trade fairs and exhibitions” and “other business and professional purposes”.

The term *meetings industry* is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel over the acronym *MICE* (Meetings, Incentives, Conferences and Exhibitions) which does not recognize the industrial nature of such activities.

TOURISM EXPENDITURE^ – *Tourism expenditure* refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips.

TOURISM INDUSTRIES^ – *Tourism industries* (also referred to as *tourism activities*) are the activities that typically produce *tourism characteristic products*.

Tourism characteristic products are those that satisfy one or both of the following criteria:

- (a) *Tourism expenditure* on the product (either good or service) should represent a significant share of total *tourism expenditure* (share-of-expenditure/demand condition);
- (b) *Tourism expenditure* on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a *tourism characteristic product* would cease to exist in meaningful quantity in the absence of visitors.

List of categories of tourism characteristic products and tourism industries^

Products	Industries
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport

Products	Industries
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

^World Tourism Organization UNWTO; Understanding Tourism: Basic Glossary

*Department of Tourism Region XI

~ Organization for Economic Cooperation and Development (OECD) Glossary of Statistical Terms - <http://stats.oecd.org/glossary/detail.asp?ID=1053>; <http://stats.oecd.org/glossary/detail.asp?ID=670>