TOURISM STATISTICS - CURRENT STATUS
TOURISM STATISTICS

- WHAT IS TOURISM STATISTICS
- USES OF TOURISM STATISTICS
- USERS OF TOURISM STATISTICS
- CURRENT INVENTORY
- CHALLENGES
- OPPORTUNITIES
What is Tourism Statistics?

- “Tourism Statistics refers to applying statistical techniques to the collection, computation, analysis and distribution of data on tourism”
USES OF TOURISM STATISTICS

- To evaluate the scope and trends in the industry
- Basis for decision making and policy formulation
- Provide competitive advantage over countries not using tourism statistics
- Measure performance... destination vs destination and the region vs the world
USERS OF TOURISM STATISTICS

Government
- For investment planning
- For strategic planning and marketing of tourism

Private Sector
- Identify market trends
- Learn from competitors
- To understand current clientele
- Identify new opportunities
 USERS OF TOURISM STATISTICS (cont’d)

♦ Universities & Colleges
  ➢ Academic exercises

♦ Regional & International Agencies
  ➢ Caribbean Development Bank
  ➢ World Tourism Organization
  ➢ International Monetary Fund
  ➢ World Bank
CURRENT INVENTORY

- Primary Data Sources for Tourism Statistics in the Caribbean
  - Immigration Cards
    - Legal document which is the property of the Immigration Department
  - Hotel Registration Data
  - Surveys
Current Inventory

- WTO definitions are observed

VISITOR
Any person who travels outside of their usual place of residence for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

TOURIST
A visitor who spends over 24 hours in a private or collective accommodation in the country visited.

SAME DAY
A visitor who does not spend the night in a collective accommodation facilities.

CRUISE PASSENGER
Special kind of same day visitor who arrives in a cruise ship, generally stays under 24 hours and sleeps on board the ship even though the ship remains in port overnight or for several days.
CURRENT INVENTORY

- Tourism performance indicators from 32 Caribbean destinations
  - Number of Visitor Arrivals – Tourist (Stay-Over) Arrivals, Same-Day Visitor & Cruise Passenger Arrivals
  - Profiles
  - Activities during the trip
  - Expenditure levels
  - Accommodation statistics
  - Economic Data

- Survey Results from some destinations
CURRENT INVENTORY

- 32 destinations of which 2 have not reported any data since 2002
- Either the National Tourism Office or the Central Statistical Office is generally responsible for generating tourism statistics for each destination
- Reports are received as soft copy in Microsoft Word, Excel or PDF format
- Each destination’s monthly report is uniquely designed with varying levels of detail.
# CURRENT INVENTORY

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Countries Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Arrivals</td>
<td>28</td>
</tr>
<tr>
<td>Main Markets (total)</td>
<td>25</td>
</tr>
<tr>
<td>US by State</td>
<td>12</td>
</tr>
<tr>
<td>Europe by Country</td>
<td>18</td>
</tr>
<tr>
<td>Caribbean by Country</td>
<td>12</td>
</tr>
<tr>
<td>South America by Country</td>
<td>10</td>
</tr>
<tr>
<td>Canada by Province</td>
<td>8</td>
</tr>
<tr>
<td>Length of Stay</td>
<td>12</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>6</td>
</tr>
<tr>
<td>RevPAR</td>
<td>0</td>
</tr>
</tbody>
</table>
CURRENT INVENTORY

- Timeliness varies from country to country
- The need to revise data is low; statistics are accurate when received
- 50% of all destinations will respond to the annual performance questionnaire
- On average, 6-10 responses are received to the Budget and Employment questionnaire
- Tourist Accommodations data and Visitor expenditure estimates are in short supply and non-existent in some countries
CURRENT INVENTORY

- Statistical Publications
  - **Latest** – Bi-weekly publication containing tables of tourist arrivals by season, main markets and month for each destination. YTD totals are given for Cruise Passenger arrivals.
  - **Caribbean Tourism Statistical Report** *(format under review)* – Annual publication of tourism related statistics. This report
    - Carries analysis of tourism performance at both the regional and country levels;
    - Examines the various profiles (POV, POS, Age & Sex etc.);
    - Gives socio-economic data (Expenditure, Contribution to GDP, NTO Budgets)
  - **Key Statistics** *(proposed revival)* – Quarterly publication
CHALLENGES

- Timeliness & Comparability
- Measurement of Tourism
- Filling data gaps
- Changes to the Immigration Processing and access to the E\D Cards
- Inter-Agencies conflicts
- Developing new indicators to cover as wide a field as possible in accordance with multi-disciplinary and integrated approach to tourism development
OPPORTUNITIES

- Improve on our data management systems
  - CTO MIST Version 2
- Using New Technologies
  - Use of O/ICR (Optical/Intelligent Character Recognition)
- Data transfers from Immigration systems
- Support the implementation of Tourism Satellite Accounts thru partnerships with other regional institutions including CARICOM, CDB, UWI
THANK YOU
CTO ~ MANAGEMENT
INFORMATION SYSTEM
For TOURISM
(CTO – MIST)
CTO MIST

- Desktop application for the data entry of E\D Cards and a reporting application for the production of management reports.
CTO MIST (Data Entry Application)

- The Data Entry system has been developed using a three tier architecture.
- This means the system has been split into three levels
  - the Front End/user interface,
  - the Middle Tier/Business Objects and rules developed in Microsoft Visual FoxPro 9.0 SP1
  - and the Back End/Database developed in Microsoft SQL Server 2005
CTO MIST (Reporting Application)

- Utilizes SQL Server Reporting Services along with the Report Builder and Analysis Services for providing “Cube Analysis” of the data.
MIS ~ Data Collection and Processing

- FACILITATE PROP. DATA ANALYSIS TOOLS
- DRAG & DROP REPORTING SOFTWARE
- CRM Software
- DATA MINING EXPLORATION SOFTWARE (OLAP CUBE)
- Cluster Analysis Software

- STANDARD REPORTS

- MIST PERFORMANCE MODULE

- INTERNET & DIRECT SECURE ENQUIRY CAPABILITY

- FACILITATE FLEXIBLE DATA INPUT
- E / D CARD MANUAL INPUT
- Data Feed ~ Immigration . etc
- E/D Scan Input
- Tourist Input via Web

- TOURISM
- IMMIGRATION
- CSO
- PRIVATE SECTOR
Information Database ~ Based on CTO “Standard Card” ?
1. Compared to what you expected, kindly rate the following aspects of your visit.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airline Connection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tours &amp; Attractions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beaches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. How important were the following sources of information when you were planning your visit?

<table>
<thead>
<tr>
<th>Source</th>
<th>Very Important</th>
<th>Not Important</th>
<th>Definitely Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper/Magazine/Travel Guide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel Agent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Site</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Did you purchase any of the following online?

<table>
<thead>
<tr>
<th>Purchase</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airline Tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Accommodation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you can recollect, please give the web address:

- Airline Tickets
- Hotel Accommodation
- Other

4. Would you come back to Barbados again or recommend it to a friend or relative?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Definitely</th>
<th>Likely</th>
<th>Unlikely</th>
<th>Definitely Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return Yourself/Someone Else</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommend to a Friend or Relative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you
The Government of Dominica
Example Installation Costs

- MIS – Free – EU
- Microsoft SQL
  - Express - Standard Reports – Free
  - Standard - Full System (Recommended) – Cube / Report Builder - $7k
- Hardware
  - Workstation (RAM 1 GB) – $1k- $2k
  - Server (RAM 4 GB >) – $3k - $5k
  - Scanners (Kodak) - $5k – $25k
- Staff
  - In-Country technical staff or external support
EXAMPLE HARDWARE/SOFTWARE COSTS
(Based on recommended configuration for a 2 airport Destination)

Without Scanning – US$ 10k – 12k
With Scanning – US$ 20K
STANDARD REPORTS
### All Passenger Arrivals By Carrier (Monthly)

December, 2003

<table>
<thead>
<tr>
<th>Carrier</th>
<th>Type Of Passenger Visitors</th>
<th>Month Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Current Year</td>
<td>Previous Year</td>
</tr>
<tr>
<td>TOTALS</td>
<td></td>
<td>19125</td>
<td>18110</td>
</tr>
<tr>
<td>LIAT</td>
<td>3145</td>
<td>160</td>
<td>2332</td>
</tr>
<tr>
<td>British Airways</td>
<td>895</td>
<td>9</td>
<td>61</td>
</tr>
<tr>
<td>Condor</td>
<td>300</td>
<td>25</td>
<td>4</td>
</tr>
<tr>
<td>St. Vincent Air</td>
<td>21</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Sky Services</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Private</td>
<td>668</td>
<td>21</td>
<td>106</td>
</tr>
<tr>
<td>Other Charter</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Yacht</td>
<td>508</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Air Jamaica</td>
<td>2028</td>
<td>46</td>
<td>599</td>
</tr>
<tr>
<td>Caribbean Star</td>
<td>1501</td>
<td>98</td>
<td>843</td>
</tr>
</tbody>
</table>
REPORT BUILDER
Ad Hoc Reporting
<table>
<thead>
<tr>
<th>Purpose Name</th>
<th>#ED Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>32,446</td>
</tr>
<tr>
<td>Carnival/Festivals</td>
<td>805</td>
</tr>
<tr>
<td>Convention</td>
<td>3,104</td>
</tr>
<tr>
<td>Culture</td>
<td>1,033</td>
</tr>
<tr>
<td>Dive</td>
<td>270</td>
</tr>
<tr>
<td>Eco Tourism</td>
<td>73</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>895</td>
</tr>
<tr>
<td>Leisure, Recreation and Holidays</td>
<td>173,656</td>
</tr>
<tr>
<td>Not Stated</td>
<td>386</td>
</tr>
<tr>
<td>Other Non-Visitor</td>
<td>16</td>
</tr>
<tr>
<td>Other Visitor</td>
<td>4,590</td>
</tr>
<tr>
<td>Returning Residents</td>
<td>95,007</td>
</tr>
<tr>
<td>Sports</td>
<td>4,245</td>
</tr>
<tr>
<td>Study</td>
<td>0,514</td>
</tr>
<tr>
<td>Visiting Friends &amp; Relatives</td>
<td>54,254</td>
</tr>
<tr>
<td>Total</td>
<td>380,394</td>
</tr>
</tbody>
</table>
WHERE ARE WE?

DEVELOPMENT COMPLETE!

- In House Final Testing Finished
- “Country Panel Testing” completed
- Pre Installation “Live In-Country Test “- November 2006
- Country Customisation / Installation commenced January 2007
WHERE ARE WE?

- MIST is installed in 12 countries;
  - Jamaica uses the scanning option
  - Barbados imports from a data file (implementation in progress)
- Invitation extended to other members to use MIST (in progress)
- Introduced Ongoing Support and Maintenance – Initially to be
  - Call Centre & Hand Holding ~ CTO
  - Technical Maintenance Outsourced on “shared cost basis”