

The Status of Tourism Statistics in the Caribbean - CTO's Perspective

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TOURISM STATISTICS

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CTO & Tourism Statistics

- CTO's Primary Objective is the provision of services and information for the development of sustainable tourism for the economic and social benefit of the Caribbean people



WHAT WE DO

- Collect, collate, analysis and distribute tourism statistics 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
- Provide technical assistance to members



WHY DO WE NEED TOURISM STATISTICS?

- Help to understand the situation
- Basis for decision making
- Provide competitive advantage over countries not using tourism statistics
- Measure performance... destination vs destination and the region vs the world



WHO USES IT

- CTO Members
 - Governments
 - For investment planning
 - For strategic planning and marketing of tourism
 - Private Sector
 - Identify market trends
 - Learn firm competitors
 - To understand current clientele
 - Identify new opportunities



WHO USES IT *(cont'd)*

- Universities & Colleges
 - Academic exercises
- Regional & International Agencies
 - Caribbean Development Bank
 - World Tourism Organization
 - International Monetary Fund
 - World Bank



WHO USES IT (*cont'd*)

| NAME OF DOCUMENT | NO. OF DOWNLOADS | CREATION DATE |
|-------------------------------|-------------------|--------------------|
| Annual Report 2001-2002 * | 271 | Oct 2002 |
| Annual Report 2002-2003 * | 297 | Mar 2004 |
| Key Stats (free) | 7175 | Jun 2003 |
| Stay-Over & Cruise YTD (free) | 3000 + (per year) | Bi monthly updates |

Note: * *Full Document.*
Source: *Usage statistics as obtained from OneCaribbean.org*



PRESENT SITUATION

- 32 destinations of which 3 have not reported any data since 2002
- WTO definitions are observed
- Either the National Tourism Office or the Central Statistical Office is responsible for generating tourism statistics
- Each destination's monthly report is uniquely designed with varying levels of detail



PRESENT SITUATION (cont'd)

- Reports are received as soft copy in Microsoft Word, Excel or PDF format
- The reporting frequency varies from country to country
- There is generally a 2 month lag period.
- The need to revise data is low; statistics are accurate when received



PRESENT SITUATION (cont'd)

- Half of all destinations have responded to the annual performance questionnaire
- Only 6 responses have been received on the Budget and Employment questionnaire
- Tourist Accommodations data is lacking



CHALLENGES

- Timeliness due to mainly to the inadequate resources (human & financial in particular)
- Changes to the Immigration Processing
- Access to the E\D Cards
- Inter-Agencies conflicts
- Measurement of Tourism



OPPORTUNITIES

- New Technologies
 - Use of O/ICR (Optical\Intelligent Character Recognition)
- Data transfers from Immigration systems



RECOMMENDATIONS

- Define a suite of standard reports
- Forge closer ties with the hotels associations
- Cross-training



THANK YOU

