TSA Implementation in the Caribbean

OVERVIEW

Arley Sobers
Caribbean Tourism Organization
## Big Picture  2000-2005

### CARIBBEAN

<table>
<thead>
<tr>
<th>Metric</th>
<th>2000</th>
<th>2005</th>
<th>ch.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists (millions)</td>
<td>20.3</td>
<td>22.3</td>
<td>2.0%</td>
</tr>
<tr>
<td>Cruise Passengers (millions)</td>
<td>14.5</td>
<td>19.0</td>
<td>5.6%</td>
</tr>
<tr>
<td>Visitor Spending (US$billions)</td>
<td>19.9</td>
<td>21.6</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

### CARICOM

<table>
<thead>
<tr>
<th>Metric</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists (thousands)</td>
<td>5.6</td>
</tr>
<tr>
<td>Cruise Passengers (thousands)</td>
<td>8.0</td>
</tr>
<tr>
<td>Visitor Spending (US$billions)</td>
<td>5.9</td>
</tr>
</tbody>
</table>
Big Picture - Commentary

- Very important industry; Grown in size and importance over two decades
- Little change in indicators used;
- Better information needed for planning, policy making, regulation & marketing

Typically available Statistics of Tourism

- Numbers & Types of Visitors
- Visitor Characteristics \((\text{varies})\)
- Estimates of Visitor Expenditure \((\text{varies})\)
- Hotel Room Inventory & Occupancies \((\text{varies})\)
- Market Research & Intelligence \((\text{limited})\)
Big Picture - Commentary

Typically available Statistics of Tourism

- Numbers & Types of Visitors
- Visitor Characteristics \((\text{varies})\)
- Estimates of Visitor Expenditure \((\text{varies})\)
- Hotel Room Inventory & Occupancies \((\text{varies})\)
- Market Research & Intelligence \((\text{limited})\)
Changing Environment
Creating increased information demands

- Greater and growing competition
- More experienced and demanding consumers
- 9/11 factor; wake-up call for both Governments & private sector alike
- Explosion in information technology: new techniques and expectations
- Technology driven market place
Changing Environment (2)

Creating increased information demands

- More professional management in both public and private sectors
- New & improved marketing techniques
- Greater attention to product management & development
- More diverse industry
CTO Activities

- New Consumer, Corporate and B2B internet sites
- Model Immigration card
- Management Information System for Tourism (MIST)
- Partnership with CHA and Smith Travel Research
- Technical support for Exit Surveys
- Working with CARICOM on TSA initiative
TSA Implementation

- Brings tourism into the broad framework of national economic statistics;
- Satellite Account: based upon National Accounts and Tourism Statistics systems;
- Close collaboration with Tourism public sector essential;
TSA Implementation (2)

- Market the exercise: seek support of tourism private sector;
- Audit tourism statistics system, especially tourism exit surveys (e.g. non-sampling error);
- Learn from, and share experiences with, other countries
- Resources and (hands-on) Technical support; multi-agency exercise;
- Incremental development
THANK YOU