



# **TSA Implementation in the Caribbean OVERVIEW**



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# Big Picture 2000-2005

## CARIBBEAN

	2000	2005	ave. ch.
<b>Tourists</b> (millions)	<b>20.3</b>	<b>22.3</b>	<b>2.0%</b>
<b>Cruise Passengers</b> (millions)	<b>14.5</b>	<b>19.0</b>	<b>5.6%</b>
<b>Visitor Spending</b> (US\$billions)	<b>19.9</b>	<b>21.6</b>	<b>1.7%</b>

## CARICOM

	2005
<b>Tourists</b> (thousands)	<b>5.6</b>
<b>Cruise Passengers</b> (thousands)	<b>8.0</b>
<b>Visitor Spending</b> (US\$billions)	<b>5.9</b>

# 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 (*varies*)
  - Estimates of Visitor Expenditure (*varies*)
  - Hotel Room Inventory & Occupancies (*varies*)
  - Market Research & Intelligence (*limited*)

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# 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

CARIBBEAN

Tourism Satellite Accounts Workshop -  
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