



# Assessing the Basics: Tourism Statistical Inventory of the Region

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# TOURISM STATISTICS

- ◆ WHAT IS TOURISM STATISTICS
- ◆ USES OF TOURISM STATISTICS
- ◆ USERS OF TOURISM STATISTICS
- ◆ CURRENT INVENTORY
- ◆ CHALLENGES
- ◆ OPPORTUNITIES
- ◆ CONCLUSIONS



# 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

## ◆ CTO Members

### ■ Governments

- 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

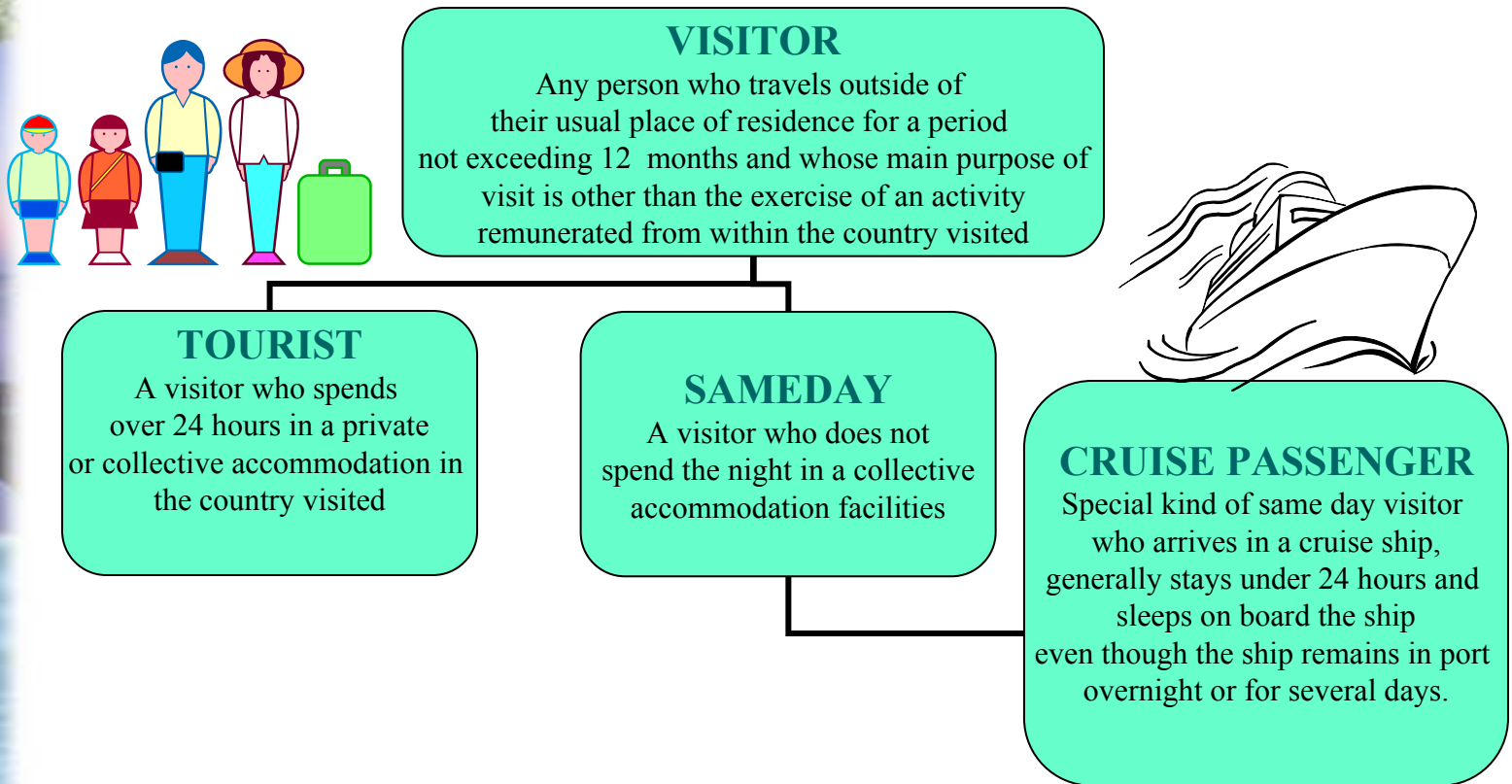
- ◆ Primary Data Sources for Tourism Statistics in the Caribbean
  - Immigration Cards
    - Legal document which is the property of the Immigration Department
  - Hotel Registration Data
  - Surveys





# CURRENT INVENTORY

- ◆ WTO definitions are observed



# 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

	Arrivals* (000's)	% change 2006-2005
United States	9,073	-0.5%
Canada	1,441	+1.7%
Europe	4,128	-2.2%
Other	2,686	-1.9%
Total Tourists	17,285	-0.9%
Cruise Pax Visits	14,133	+1.1%
<b>Visitor Expenditure<sup>1</sup> (US\$ M)</b>	<b>21,636.4</b>	
<b>Room Occupancy Rate<sup>1</sup> (%)</b>	<b>65.0</b>	
<b>Total Employment<sup>2</sup></b>	<b>1.3 million</b>	

*Note: \* CTO estimates up to September 2006,*

*<sup>1</sup> 2004*

*<sup>2</sup> 2003*

# 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
- ◆ 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

Indicator	Countries Reporting
Total Arrivals	29
Main Markets (total)	25
US by State	12
Europe by Country	18
Caribbean by Country	12
South America by Country	10
Canada by Province	8
Length of Stay	12
Occupancy Rate	6
RevPAR	0

# CURRENT INVENTORY

- ◆ Timeliness varies from country to country
- ◆ The need to revise data is low; statistics are accurate when received
- ◆ 50% 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 and Visitor expenditure estimates are in short supply and non-existent in some countries

# CHALLENGES

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



# 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





# CONCLUSIONS

- ◆ The quality of basic tourism statistics is good. Statistics are collected in accordance with international standards.
- ◆ Need to improve the scope and timely distribution of basic data.
- ◆ Need to increase the resources.
- ◆ Forge closer ties with the hotels associations.



# THANK YOU