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

**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.

**SAMEDAY**
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.

Tourism Satellite Accounts Workshop -
February 2007
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

<table>
<thead>
<tr>
<th></th>
<th>Arrivals* (000’s)</th>
<th>% change 2006-2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>9,073</td>
<td>-0.5%</td>
</tr>
<tr>
<td>Canada</td>
<td>1,441</td>
<td>+1.7%</td>
</tr>
<tr>
<td>Europe</td>
<td>4,128</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Other</td>
<td>2,686</td>
<td>-1.9%</td>
</tr>
<tr>
<td>Total Tourists</td>
<td>17,285</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Cruise Pax Visits</td>
<td>14,133</td>
<td>+1.1%</td>
</tr>
</tbody>
</table>

Visitor Expenditure¹ (US$ M)  21,636.4
Room Occupancy Rate ¹ (%)  65.0
Total Employment²  1.3 million

Note: * CTO estimates up to September 2006,
¹ 2004
² 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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Countries Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Arrivals</td>
<td>29</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 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