



# TOURISM STATISTICS - CURRENT STATUS



CARIBBEAN™

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# TOURISM STATISTICS

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



# 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

## ■ Government

- 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



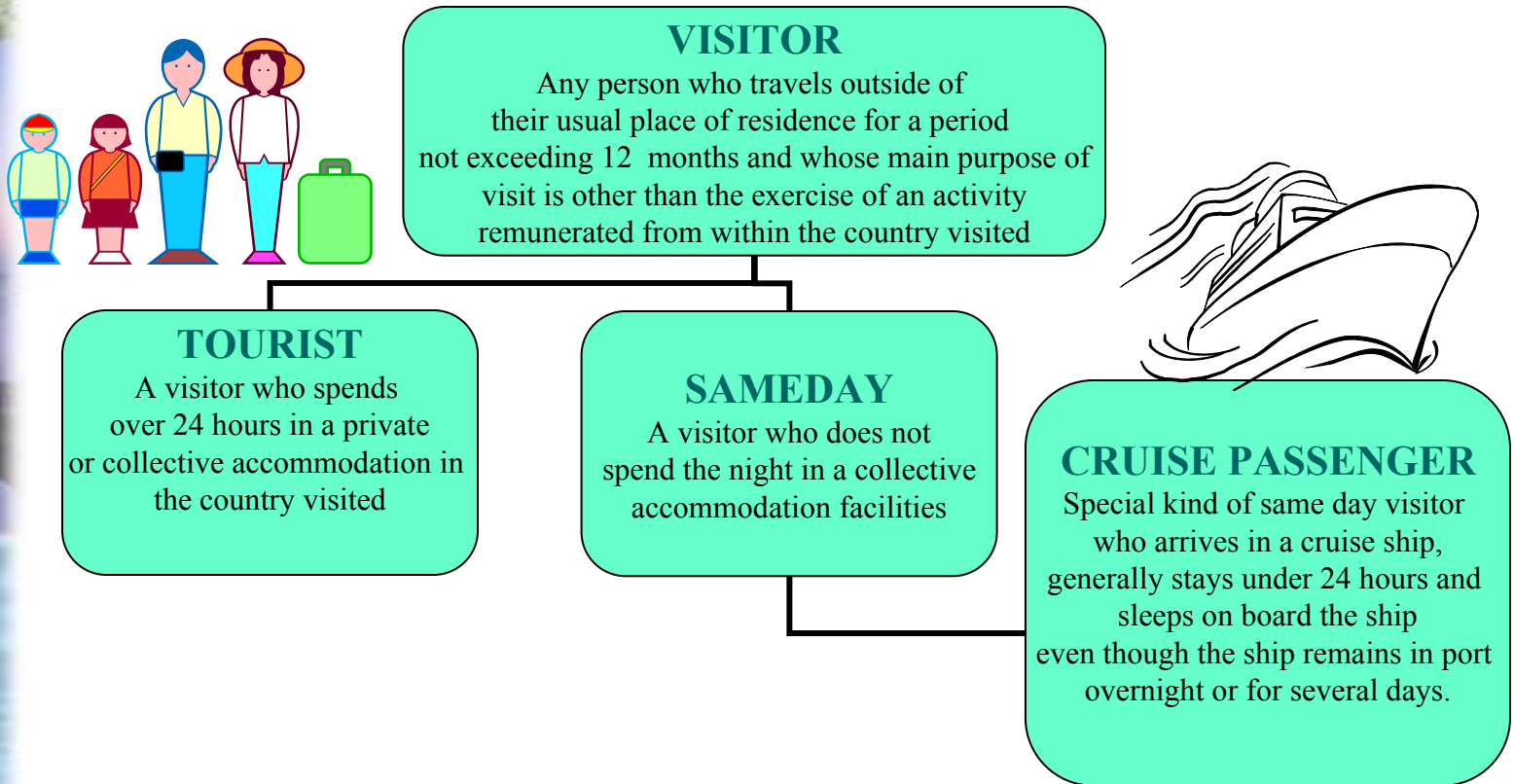
# CURRENT INVENTORY

- ◆ 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

- ◆ 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 for each destination
- ◆ 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	28
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 will respond to the annual performance questionnaire
- ◆ On average, 6-10 responses are received to the Budget and Employment questionnaire
- ◆ Tourist Accommodations data and Visitor expenditure estimates are in short supply and non-existent in some countries

# CURRENT INVENTORY

## ◆ Statistical Publications

- **Latest** – Bi-weekly publication containing tables of tourist arrivals by season, main markets and month for each destination. YTD totals are given for Cruise Passenger arrivals.
- **Caribbean Tourism Statistical Report** (*format under review*) – Annual publication of tourism related statistics. This report
  - Carries analysis of tourism performance at both the regional and country levels;
  - Examines the various profiles (POV, POS, Age & Sex etc.);
  - Gives socio-economic data (Expenditure, Contribution to GDP, NTO Budgets)
- **Key Statistics** (*proposed revival*) – Quarterly publication

# CHALLENGES

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

# 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
- ◆ Support the implementation of Tourism Satellite Accounts thru partnerships with other regional institutions including CARICOM, CDB, UWI





THANK YOU



# CTO ~ MANAGEMENT INFORMATION SYSTEM For TOURISM (CTO - MIST)

# CTO MIST

- ◆ Desktop application for the data entry of E\D Cards and a reporting application for the production of management reports.





# CTO MIST (Data Entry Application)

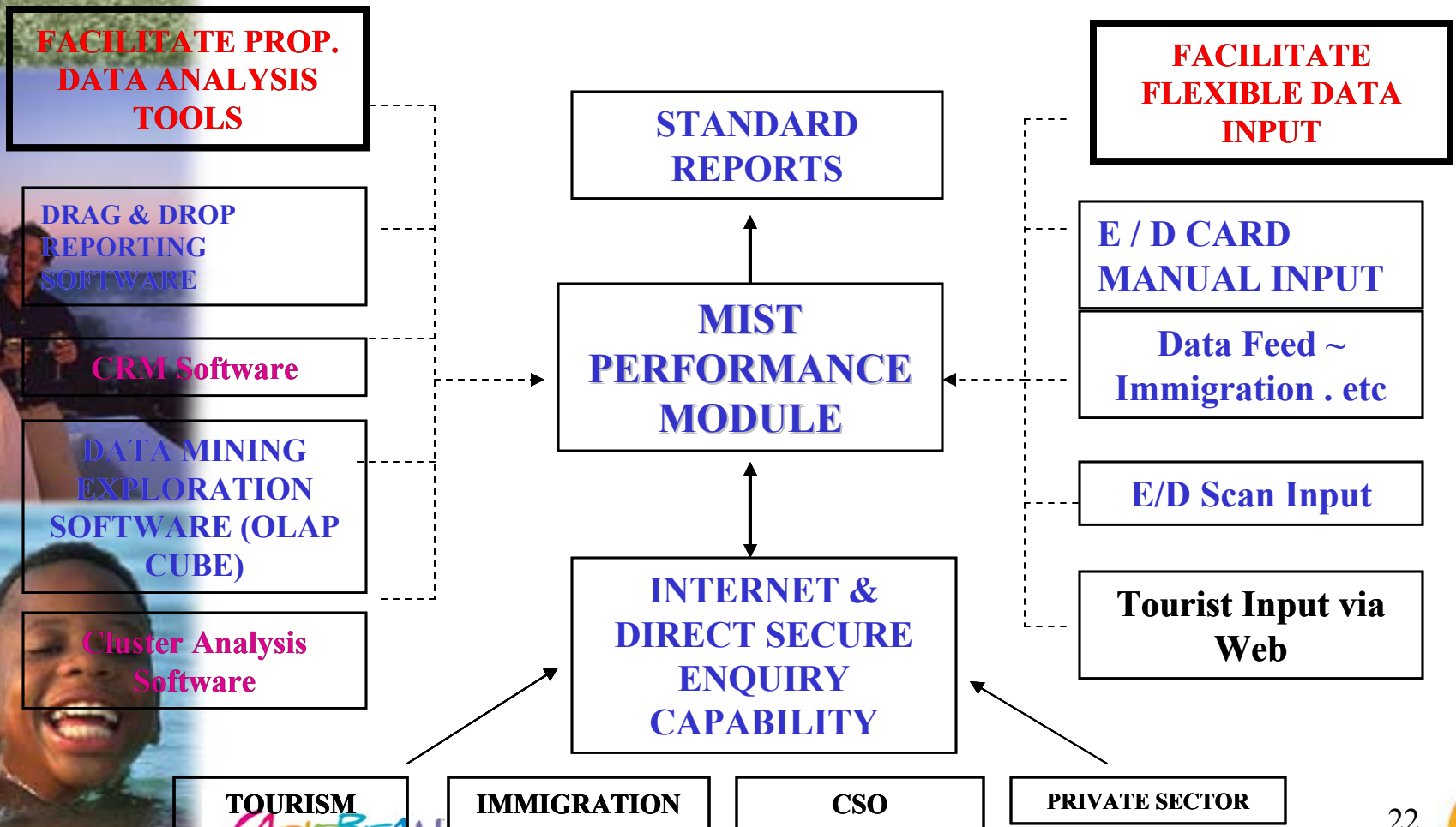
- ◆ The Data Entry system has been developed using a three tier architecture.
- ◆ This means the system has been split into three levels
  - the Front End/ user interface,
  - the Middle Tier/ Business Objects and rules developed in Microsoft Visual FoxPro 9.0 SP1
  - and the Back End/ Database developed in Microsoft SQL Server 2005

# CTO MIST (Reporting Application)

- ◆ Utilizes SQL Server Reporting Services along with the Report Builder and Analysis Services for providing “Cube Analysis” of the data.



# MIS ~ Data Collection and Processing





# Information Database ~ Based on CTO “Standard Card” ?



PLACE SPONSOR HERE

**Welcome to Dominica**

007327520

TO BE COMPLETED BY ALL ARRIVING PASSENGERS - PLEASE USE BLOCK 1 **IMMIGRATION CARD**

DATE: (dd/mm/yy)  VESSEL/CARRIER:   
 NUMBER/FLIGHT:

1. SURNAME/FAMILY NAME  
  
 FIRST NAME:  MIDDLE NAME:

2. DATE OF BIRTH: (dd/mm/yy)  3. SEX: Male  Female  4. COUNTRY OF BIRTH:

6. PASSPORT No.:  5. NATIONALITY:

Place of Issue:  Date of Issue: (mm/dd/yy)  7. PORT OF EMBARKATION:

8. OCCUPATION:

9. WHERE DO YOU LIVE?  
 Number/Street:   
 City/Town:   
 State/Province/Country:   
 Country:  Postal / Zip Code:

NON RESIDENTS ONLY

10. WHERE WILL YOU STAY? Name:   
 TYPE OF ACCOMMODATION: Hotel  Apartment  Guest House   
 Own Home  Other  Specify

11. WHAT IS THE MAIN REASON FOR YOUR VISIT?  
 Vacation  Visit Relatives/Friends   
 Business  Conference   
 Other

12. IS THIS YOUR FIRST VISIT? Yes  No

13. HOW LONG WILL YOU STAY? (Nights)

14. E-MAIL ADDRESS:

RESIDENTS ONLY

15. PURPOSE OF VISIT ABROAD:  16. LENGTH OF STAY ABROAD:

SIGNATURE:

**OFFICIAL USE ONLY**

PLACE SPONSOR HERE

**Bon Voyage**

007327520

TO BE COMPLETED BY ALL DEPARTING PASSENGERS - PLEASE USE BLOCK 2 **IMMIGRATION CARD**

DATE: (dd/mm/yy)  VESSEL/CARRIER:   
 NUMBER/FLIGHT:

1. SURNAME/FAMILY NAME  
  
 FIRST NAME:  MIDDLE NAME:

2. DATE OF BIRTH: (dd/mm/yy)  3. SEX: Male  Female  4. COUNTRY OF BIRTH:

6. PASSPORT No.:  5. NATIONALITY:

Place of Issue:  Date of Issue: (mm/dd/yy)

7. FINAL DESTINATION:

FOR OFFICIAL USE ONLY

SIGNATURE:

PLEASE ANSWER THE QUESTIONS AT THE BACK OF THIS PAGE AS ACCURATELY AS YOU CAN. YOUR RESPONSES WILL HELP US BETTER PLAN AND DEVELOP OUR TOURISM SECTOR.





PLACE SPONSOR HERE

# Questionnaire



007327520

USE BLOCK LETTERS AND PLEASE TICK APPROPRIATE BOX

1. Compared to what you expected, kindly rate the following aspects of your visit.

	Excellent 1	Good 2	Average 3	Poor 4	Very Poor 5	Not Applicable 6
AIRLINE CONNECTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACCOMMODATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOURS & ATTRACTIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BEACHES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. How important were the following sources of information when you were planning your visit?

	Very Important 1	2	3	Not Important 4	Did Not Use 5
NEWSPAPER/MAGAZINE/TRAVEL GUIDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRAVEL AGENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRIENDS/RELATIVES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNET SITE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Did you purchase any of the following online?

	YES	NO	If you can recollect, please give the web address
AIRLINE TICKETS	<input type="checkbox"/>	<input type="checkbox"/>	www. ....
HOTEL ACCOMMODATION	<input type="checkbox"/>	<input type="checkbox"/>	www. ....
OTHER (Please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	www. ....

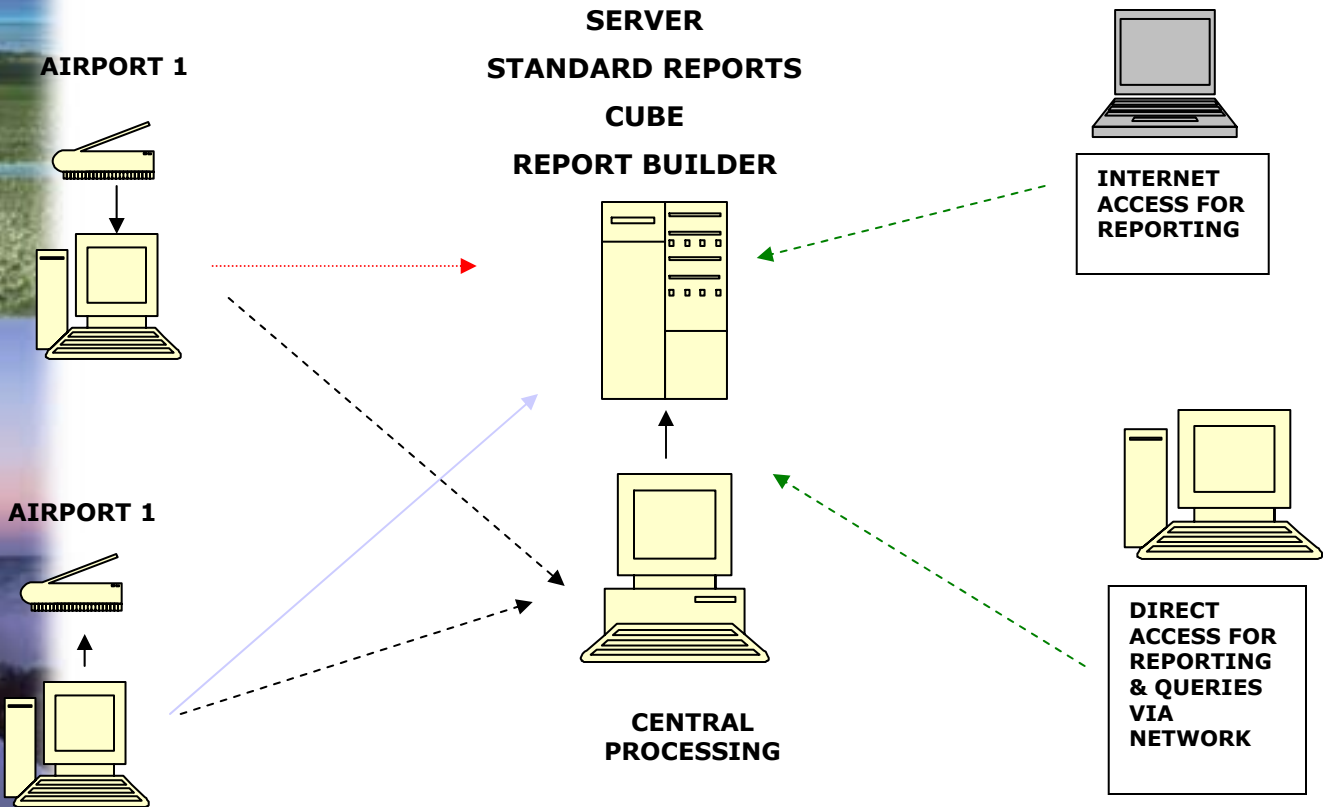
4. Would you come back to Barbados again or recommend it to a friend or relative?

	Definitely	Likely	Unlikely	Definitely Not
RETURN YOURSELF/YOURSELF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOMMEND TO A FRIEND OR RELATIVE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Thank you*  
The Government of Dominica

# Example Installation Costs

- ◆ MIS – Free – EU
- ◆ Microsoft SQL
  - Express - Standard Reports – Free
  - Standard - Full System (Recommended) – Cube / Report Builder - \$7k
- ◆ Hardware
  - Workstation ( RAM 1 GB) – \$1k- \$2k
  - Server ( RAM 4 GB >) – \$3k - \$5k
  - Scanners (Kodak) - \$5k – \$ 25k
- ◆ Staff
  - In-Country technical staff or external support



### EXAMPLE HARDWARE/SOFTWARE COSTS

(Based on recommended configuration for a 2 airport Destination )

Without Scanning – US\$ 10k – 12k

With Scanning – US\$ 20K





# STANDARD REPORTS



**Report Manager - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address <http://ridoutt/Reports/Pages/Folder.aspx?ItemPath=%2fMist+Report+2006&ViewMode=List>

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SQL Server Reporting Services  
Home >  
**Mist Report 2006**

Search for:  Go

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Arrivals By Canadian Provinces
- [Arrivals by Carrier](#)  
Arrivals By Carrier
- [Arrivals By Carrier Month](#)  
Arrivals By Carrier (Monthly)
- [Arrivals By Carrier Ytd](#)  
Arrivals By Carrier (YTD)
- [Arrivals By Country 1](#)  
Arrivals By Country
- [Arrivals By Length Of Stay](#)  
Arrivals By Length of Stay V1
- [Arrivals By Length Of Stay 2](#)
- [Arrivals By Length Of Stay Month](#)  
Arrivals By Length of Stay (Monthly)
- [Arrivals By Length Of Stay Ytd](#)  
Arrivals By Length of Stay (Ytd)
- [Arrivals By Nationality Month](#)  
Arrivals By Nationality (Month)
- [Arrivals By Nationality YTD](#)  
Arrivals By Nationality (YTD)
- [Arrivals By Place of Stay](#)  
Arrivals By Place Of Stay
- [Arrivals By Purpose Ytd](#)  
Arrivals By Purpose of Visit (YTD)
- [Arrivals By Residence](#)  
Arrivals By Residence
- [Arrivals By Sex and Age Group](#)  
Arrivals By Sex and Age Group
- [Arrivals By Sex and Age Group dd](#)  
Arrivals By Sex and Age Group(Drill Down)
- [Arrivals By Sex and Age Group dd Monthly](#)  
Arrivals By Sex and Age Group(Monthly)(Drill Down)
- [Arrivals By Sex and Age Group Monthly Summary](#)  
Arrivals By Sex and Age Group(Monthly Summary)
- [Arrivals By US States](#)  
Arrivals By US States
- [Same Day Arrivals by Residence](#)  
Same Day Arrivals By Residence
- [Tourist Arrivals By Age Group](#)  
Tourist Arrivals By Age Group
- [Tourist Arrivals By Age Group and Gender](#)  
Tourist Arrivals By Age Group
- [Tourist Arrivals By Country of Residence](#)  
Tourist Arrivals By Country of Residence
- [Tourist Arrivals by Foreign Nationals and Non-Residents](#)  
Tourist Arrivals By Foreign Nationals and Non Residents

Local intranet



Report Manager - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://ridoutt/Reports/Pages/Report.aspx?ItemPath=%2fMist+Report+2006%2fArrivals+By+Carrier+Month

Home | My Subscriptions | Site Settings | Help

SQL Server Reporting Services  
Home > Mist Report 2006 >  
**Arrivals By Carrier Month**

Search for:  Go

View Properties History Subscriptions

New Subscription

Enter Year 2003 Enter Month December View Report

1 of 1 100% Find | Next Select a format Export

### All Passenger Arrivals By Carrier (Monthly)

December, 2003

Carrier	Type Of Passenger			Month Totals		% Change
	Visitors			Current	Previous	
	Tourists	Same Day	Residents	Year	Year	
☑ Totals	13799	524	4802	19125	18110	5.60
<i>LIAT</i>	3146	160	2328	5634	5177	8.83
<i>British Airways</i>	895	9	61	965	1284	-24.84
<i>Condor</i>	300	25	4	329	274	20.07
<i>St. Vincent Air</i>	21	7	1	29	28	3.57
<i>Sky Services</i>	0	0	0	0	288	-100.00
<i>Private</i>	658	21	106	785	181	333.70
<i>Other Charter</i>	0	0	0	0	7	-100.00
<i>Yacht</i>	508	0	2	510	526	-3.04
<i>Air Jamaica</i>	2028	46	599	2673	1980	35.00
<i>Caribbean Star</i>	1501	98	843	2442	2404	1.58

Local intranet



# REPORT BUILDER Ad Hoc Reporting



**Report1 - Microsoft Report Builder**

File Edit View Insert Format Report Help

Design Report Run Report Filter Sort and Group

**Explorer**

Mist2006

Entities:

- ED Card
  - Edc Pk
  - Edc Acar
  - Edc Brth
  - Edc Natn
  - Edc Embk
  - Edc Occp
  - Edc Ctry
  - Edc Ctry2
  - Edc Actp
  - Edc Accm
  - Edc Rson**

Fields:

- #E D Cards**
  - Entry Date
    - Arrival Flight No
    - Surname
    - First Name
    - Other Name
  - Birth Date
    - Passport No
    - E D Card No
  - Total Place PP Issued
  - Date PP Issued
    - Address 1
    - Address 2
    - Postal Code
    - Other Accommodation
    - First Visit
  - Total Length Stay
    - Email
    - Purpose Abroad Code
  - Total Stay Abroad

Click to add title

Edc Rson	Edc Port	
Edc Rson Purpose Name	Edc Port (#E D Cards)	
	xxxxxxx	Total
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	0	0
Total	0	0

#E D Cards

Filter: All E D Cards





Report1 - Microsoft Report Builder

File Edit View Report Help

Design Report Run Report Filter Sort and Group

1 of 1 100% Find | Next

Purpose Name	#E D Cards
Business	32,446
Carnival/Festivals	805
Convention	3,104
Culture	1,033
Dive	270
Eco Tourism	73
Honeymoon	895
Leisure, Recreation and Holidays	173,656
Not Stated	386
Other Non-Visitor	16
Other Visitor	4,690
Returning Residents	96,007
Sports	4,245
Study	8,514
Visiting Friends & Relatives	54,254
Total	380,394

# WHERE ARE WE?

## DEVELOPMENT COMPLETE !

- ◆ In House Final Testing Finished
- ◆ “Country Panel Testing” completed
- ◆ Pre Installation “Live In-Country Test “ - November 2006
- ◆ Country Customisation / Installation commenced January 2007



# WHERE ARE WE?

- ◆ MIST is installed in 12 countries;
  - Jamaica uses the scanning option
  - Barbados imports from a data file (implementation in progress)
- ◆ Invitation extended to other members to use MIST (in progress)
- ◆ Introduced Ongoing Support and Maintenance – Initially to be
  - Call Centre & Hand Holding ~ CTO
  - Technical Maintenance Outsourced on “shared cost basis”