

# The Status of Tourism Statistics in the Caribbean - CTO's Perspective

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# TOURISM STATISTICS

- CTO AND TOURISM STATISTICS
- WHAT WE DO
- WHY DO WE NEED TOURISM STATISTICS
- WHO USES IT
- PRESENT SITUATION
- CHALLENGES
- OPPORTUNITIES
- RECOMMENDATIONS



# CTO & Tourism Statistics

- CTO's Primary Objective is the provision of services and information for the development of sustainable tourism for the economic and social benefit of the Caribbean people



# WHAT WE DO

- Collect, collate, analysis and distribute tourism statistics 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
- Provide technical assistance to members



# WHY DO WE NEED TOURISM STATISTICS?

- Help to understand the situation
- Basis for decision making
- Provide competitive advantage over countries not using tourism statistics
- Measure performance... destination vs destination and the region vs the world



# WHO USES IT

- CTO Members
  - Governments
    - For investment planning
    - For strategic planning and marketing of tourism
  - Private Sector
    - Identify market trends
    - Learn firm competitors
    - To understand current clientele
    - Identify new opportunities



# WHO USES IT *(cont'd)*

- Universities & Colleges
  - Academic exercises
- Regional & International Agencies
  - Caribbean Development Bank
  - World Tourism Organization
  - International Monetary Fund
  - World Bank



# WHO USES IT (*cont'd*)

NAME OF DOCUMENT	NO. OF DOWNLOADS	CREATION DATE
Annual Report 2001-2002 *	271	Oct 2002
Annual Report 2002-2003 *	297	Mar 2004
Key Stats (free)	7175	Jun 2003
Stay-Over & Cruise YTD (free)	3000 + (per year)	Bi monthly updates

**Note:** \* *Full Document.*  
**Source:** *Usage statistics as obtained from OneCaribbean.org*





# PRESENT SITUATION

- 32 destinations of which 3 have not reported any data since 2002
- WTO definitions are observed
- Either the National Tourism Office or the Central Statistical Office is responsible for generating tourism statistics
- Each destination's monthly report is uniquely designed with varying levels of detail



# PRESENT SITUATION (cont'd)

- Reports are received as soft copy in Microsoft Word, Excel or PDF format
- The reporting frequency varies from country to country
- There is generally a 2 month lag period.
- The need to revise data is low; statistics are accurate when received



# PRESENT SITUATION (cont'd)

- Half 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 is lacking



# CHALLENGES

- Timeliness due to mainly to the inadequate resources (human & financial in particular)
- Changes to the Immigration Processing
- Access to the E\D Cards
- Inter-Agencies conflicts
- Measurement of Tourism



# OPPORTUNITIES

- New Technologies
  - Use of O/ICR (Optical\Intelligent Character Recognition)
- Data transfers from Immigration systems



# RECOMMENDATIONS

- Define a suite of standard reports
- Forge closer ties with the hotels associations
- Cross-training



# THANK YOU

