



Caribbean Tourism Organization

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Leading Sustainable Tourism - One Sea, One Voice, One Caribbean



Introduction to Tourism Statistics and Tourism Satellite Accounts

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System of Tourism Statistics (STS)

- “...the basic coordination and integration framework of the statistical information produced by all tourism stakeholders.” and is of necessity linked the National System of Statistics (NSS).
- [International Recommendations for Tourism Statistics 2008](#) (IRTS 2008) and [Tourism Satellite Account: Recommended Methodological Framework 2008](#) (TSA:RMF 2008) constitute the updated reference framework for the STS



Components of STS



Statistics on the volume, structure and characteristics of tourism



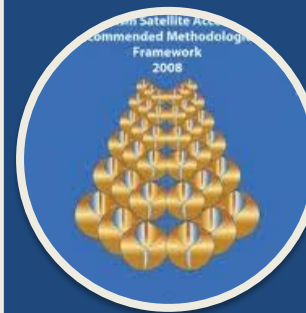
Statistics on the structure, level and utilization of accommodation and other facilities



Statistics on the employment generated by tourism



Statistics on visitor expenditure



Statistics on the Impact of Tourism



Statistics on Volume

Mainly from administrative records

E/D Cards

Non-Resident
hotel
registrations

Arrivals by country of residence

Categories

Overnight Visitors
Sameday Visitors

Purpose of visit
Length of Stay

Place of Stay, Mode of
Transport

Nationality, Age & Gender,
Occupation, Income



Statistics on Volume



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 stay under 24 hours and sleep on board the ship even though the ship remains in port overnight or for several days.



Statistics on Accommodation

Tourism Accommodation refers to any facility that regularly or occasionally provides overnight accommodation for visitors.

Main categories:

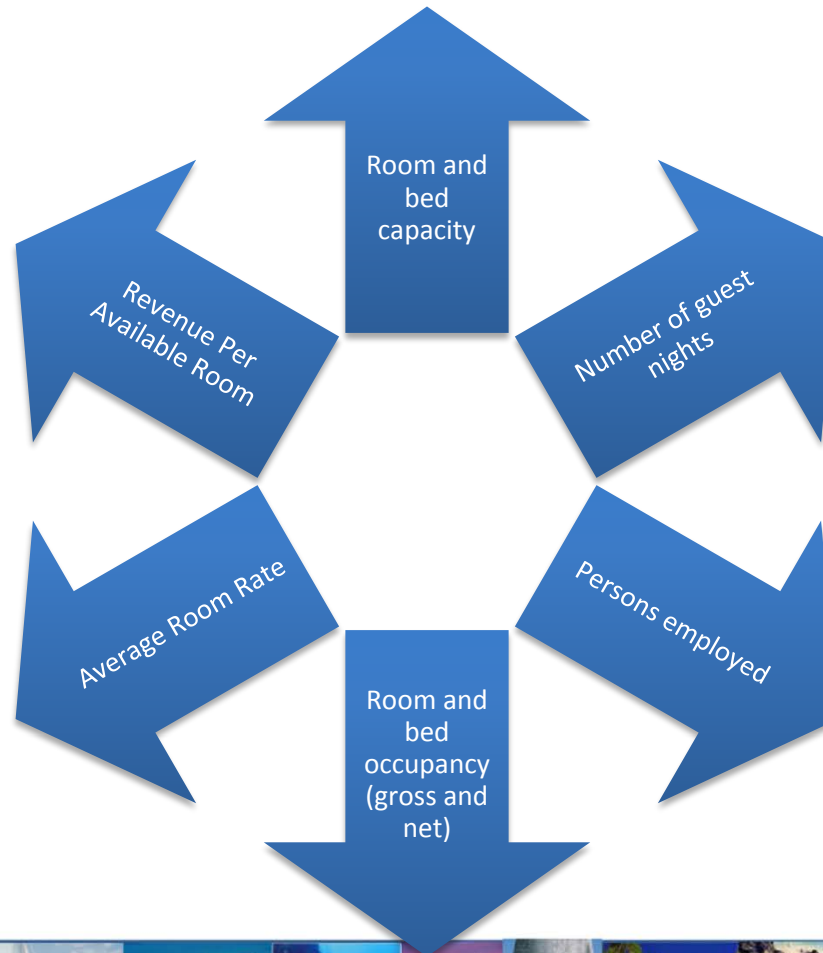
Collective Establishments (Hotels, Apartments, Guest Houses, Villa, Private Accommodation)

Private tourist accommodation (owned dwellings, rented rooms in family homes, accommodation provided by friends and relatives)

Measurement : Number of Establishments, Indicators from Occupancy Survey



Occupancy Survey



Tourism Expenditure

The Total Tourism Expenditures are defined as: Expenditures of international visitors to destinations, excluding payment to foreign carriers for international transport. However, this should include any other Pre-payments made for goods and services received in any foreign country.



Tourism Expenditure

- Estimation from data on tourist-days and average daily expenditure
- Estimation based on foreign exchange records
- Survey of establishments in the tourist sector
- Survey of visiting tourists
 - Accurate estimates of expenditure by selected characteristics of the tourist and major areas (Package travel, package holidays and package tours, Accommodation, Food and drinks, Transport, Recreation, culture and sports, Shopping, Other) of expenditures
 - Standardized questionnaires



Recommended Tables

- Visitor Arrivals by Category
- Visitor Arrivals by Mode
- Tourist Arrivals by Country of Residence
 - Length of Stay
 - Purpose of Visit
 - Place of Stay
 - Age & Gender
- Room Occupancy Rates/Average Daily Rates etc.
- Estimates of Expenditure
- TSA Results



Challenges

- Timeliness & Comparability
- Changes to the Immigration Processing and access to the E\|D Cards
- Inter-Agency conflict
- Low response rates to surveys



Opportunities

- Improve on our data management systems
- Use New Technologies
 - Use of O/ICR (Optical\Intelligent Character Recognition)
- Utilize data in border control systems
- Support the implementation of Tourism Satellite Accounts thru partnerships with other regional institutions including CARICOM, CDB, UWI



THANK YOU!!

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