Tourism Satellite Accounts: Saudi Arabia Experience

MAS Center
Supreme Commission for Tourism
Kingdom of Saudi Arabia

28 March 2006
Background

• Supreme Commission for Tourism (SCT) established in 2000.

• Following the recommendations of General Strategy for Tourism Development:
  – Centre for Tourism Information and Research (MAS Center) established within the SCT in 2002.
  – MAS Center started collecting tourism statistics with the aim to implement TSA in line with international guidelines and as soon as the necessary data become available.
Data Collections

Tourism Statistics

Supply

Tourism Establishments

TES Survey

HSS Survey

IVS Survey

Demand

Inbound

Outbound

Domestic

TSA

DOTS Survey
Domestic & Outbound Tourism Survey (DOTS)

- Household Survey
- Coverage: National (13 provinces)
- Frequency: Monthly
- Sample size: 1,450 households per month
- Started: 2002
International Visitor Survey (IVS)

♦ Interview persons crossing KSA international borders
♦ Coverage: National (airports, seaports and land borders)
♦ Frequency: Monthly
♦ Sample 1,850 interviews per month
♦ Started: 2002
Tourism Establishments Survey (TES)

- Survey of turnover, expenses and employment relating to tourism industries in Saudi Arabia.
- Coverage: National
- Frequency: Annual
- Sample 1,000 Establishments
- Started: 2002
Hotel Statistics Survey (HSS)

- Sample survey of hotels within the Kingdom
- Coverage: National
- Frequency: Annual
- Sample: 270 Hotels
- Started: 2003
Experimental TSA

• Both tourism supply and demand statistics have been collected and compiled separately, with little or no attempt to reconcile them.

• The first Experimental TSA for Saudi Arabia shows that whilst the tourism statistics generated demonstrate areas of consistency between the supply and demand, there are cases whereby it has not been possible to reconcile the supply and demand data.
Experimental TSA

- The most significant issue relates to accommodation. There does not appear to be enough reported overnights by accommodation establishments to sleep all of the tourists measured on the demand side.
Experimental TSA

- MAS Center, the Central Department of Statistics and the Saudi Arabian Monetary Agency (Central Bank) are working very closely to enhance TSA implementation.