

Developing Coherent and Sustainable Tourism Statistics

Steve MacFeely, CSO Ireland

UNWTO Committee on Tourism Statistics - Madrid 2008



Central Statistics Office Ireland

Waste Not - Want Not

Using administrative data Using survey data



Developing a Statistical System

UNWTO Committee on Tourism Statistics - Madrid 2008



Central Statistics Office Ireland

SPAR -

Statistical Potential of Administrative Records



Data Statistics Strategies

- Determine how, and to what extent, the department's data needs can be met within the department;
- Establish what information not internally available is required;
- Identify the data needs in respect of complex and cross-cutting issues with which the department is concerned; and
- Identify how the skills of its staff in using data as a tool for policy evaluation and development can be enhanced.

UNWTO Committee on Tourism Statistics - Madrid 2008



Central Statistics Office Ireland

SPAR - Recommendations

- Regular production of a TSA
- Establish a domestic Same Day Visits Survey within Ireland
- Collect more detailed expenditure breakdowns
- Domestic leg of the journey of Irish resident visitors abroad
- Develop Country of Residence Survey
- Improve and expand the Passenger Card Inquiry
- Improve the calculation of gross capital formation in tourism
- Improve Cross border tourism statistics
- Develop a comprehensive register of tourism businesses
- Compile a tourism price index



TSA

UNWTO Committee on Tourism Statistics - Madrid 2008



Central Statistics Office Ireland

"First Steps" TSA - Recommendations

- Develop a "Same Day Visits" survey
- The TSA framework should be extended with a policy forecasting model
- A diary approach be developed to provide supplementary information on expenditure categories.
- Data on Gross Fixed Capital Formation in tourist related sectors needs to be collected and reported separately in the national accounts.
- The CSO should undertake a comparative review with a specific focus on expenditure categories, definitions, collection and calculations.
- Relevant public agencies should collate and supply the necessary information to the body responsible for constructing the TSA.
- A review of the resources required to compile tourism statistics should be conducted as a matter of priority.



Mechanisms for Change

Tourism Research Advisory & Co-ordination Group (TRACG)

Tourism Strategy Implementation Group (TSIG)

UNWTO Committee on Tourism Statistics - Madrid 2008



Central Statistics Office Ireland

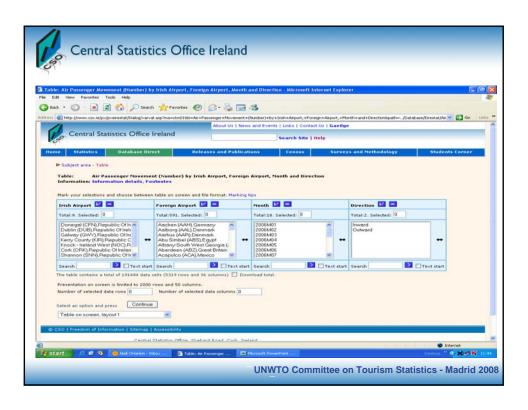
Maximising Potential of Existing Data

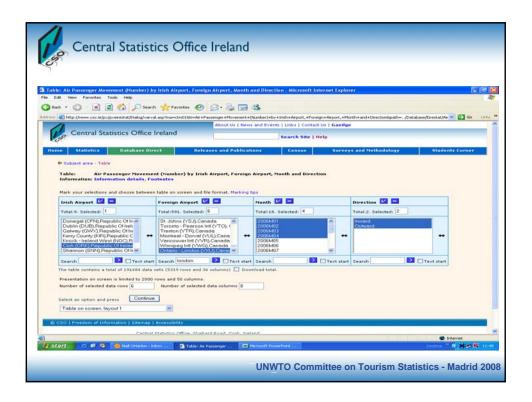
Airport - Pairings Database

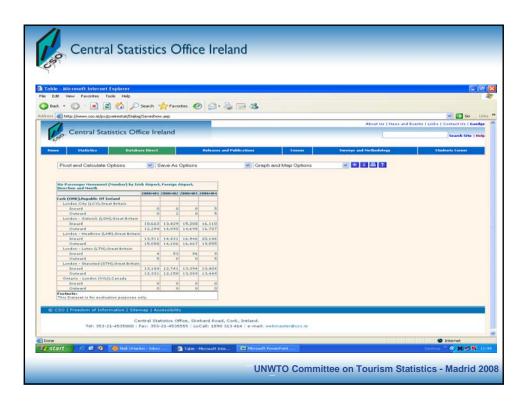
http://www.cso.ie/px/pxeirestat/database/eirestat/Airport%20Pairings/Airport%20Pairings.asp

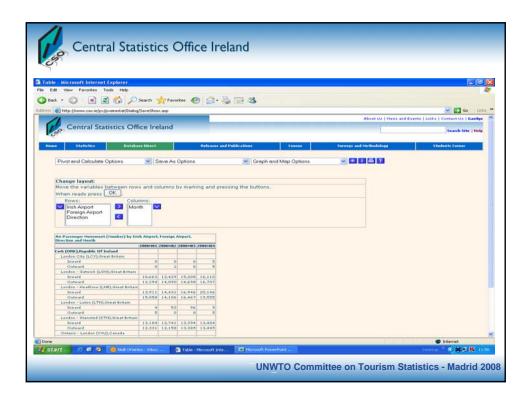
Domestic Tourism 2000 - 2005

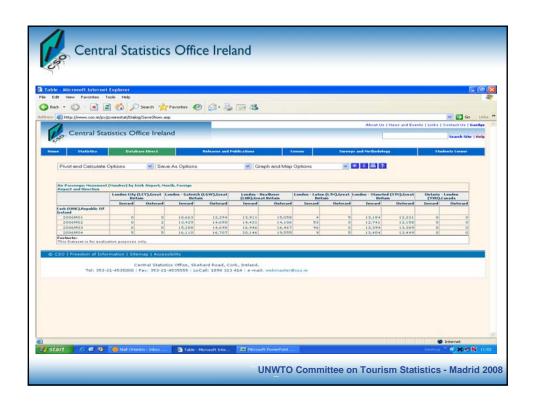
 $http://www.cso.ie/releases publications/documents/tourism_travel/2005/domestic tourism 2000-2005.pdf$

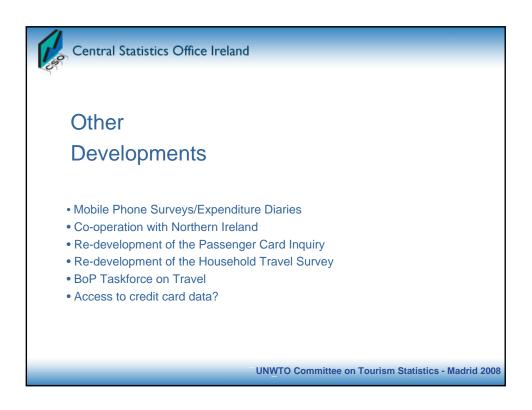














Conclusions

- Data Statistics Strategies
- SPAR & "First Steps" TSA
- Tourism Research Advisory and Co-ordination Group (TRACG)
- Re-develop individual surveys into an integrated system
- Enhanced co-operation with NI
- Maximise administrative sources
- Use of IT (Collection and Dissemination)
- Reports & Papers