Developing Coherent and Sustainable Tourism Statistics

Steve MacFeely, CSO Ireland

Waste Not - Want Not

Using administrative data
Using survey data
Developing a Statistical System

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.

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
"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)

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
Other Developments

- Mobile Phone Surveys/Expenditure Diaries
- Co-operation with Northern Ireland
- Re-development of the Passenger Card Inquiry
- Re-development of the Household Travel Survey
- BoP Taskforce on Travel
- Access to credit card data?
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