



Central Statistics Office Ireland

## Developing Coherent and Sustainable Tourism Statistics

Steve MacFeely, CSO Ireland

UNWTO Committee on Tourism Statistics - Madrid 2008



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## Waste Not - Want Not

Using administrative data  
Using survey data

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## Developing a Statistical System

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## SPAR - Statistical *P*otential of *A*dministrative *R*ecords

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## 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



## TSA



## *“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.



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## Mechanisms for Change

Tourism Research Advisory & Co-ordination Group (TRACG)

Tourism Strategy Implementation Group (TSIG)

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## 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/releasespublications/documents/tourism\\_travel/2005/domestictourism2000-2005.pdf](http://www.cso.ie/releasespublications/documents/tourism_travel/2005/domestictourism2000-2005.pdf)

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Table: Air Passenger Movement (Number) by Irish Airport, Foreign Airport, Month and Direction

Information: Information details, Footnotes

Mark your selections and choose between table on screen and file format. Marking tips

Irish Airport	Foreign Airport	Month	Direction
Total: 9, Selected: 0	Total: 591, Selected: 0	Total: 10, Selected: 0	Total: 2, Selected: 0
<ul style="list-style-type: none"> <li>Donegal (CFN), Republic Of Ireland</li> <li>Dublin (DUB), Republic Of Ireland</li> <li>Galway (GWY), Republic Of Ireland</li> <li>Kerry County (KIF), Republic Of Ireland</li> <li>Knock - Ireland West (NOC), Ireland</li> <li>Cork (ORK), Republic Of Ireland</li> <li>Shannon (SHN), Republic Of Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Aachen (AAH), Germany</li> <li>Aalborg (AAL), Denmark</li> <li>Aarhus (AAH), Denmark</li> <li>Abu Simbel (ABS), Egypt</li> <li>Albany-South West Georgia (ASW), Georgia</li> <li>Aberdeen (ABZ), Great Britain</li> <li>Acapulco (ACA), Mexico</li> </ul>	<ul style="list-style-type: none"> <li>2006M01</li> <li>2006M02</li> <li>2006M03</li> <li>2006M04</li> <li>2006M05</li> <li>2006M06</li> <li>2006M07</li> </ul>	<ul style="list-style-type: none"> <li>Inward</li> <li>Outward</li> </ul>

The table contains a total of 191484 data cells (5319 rows and 36 columns).  
 Presentation on screen is limited to 2000 rows and 50 columns.  
 Number of selected data rows: 0    Number of selected data columns: 0

Select an option and press

Table on screen, layout 1

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Mark your selections and choose between table on screen and file format. Marking tips

Irish Airport	Foreign Airport	Month	Direction
Total: 9, Selected: 1	Total: 591, Selected: 6	Total: 10, Selected: 4	Total: 2, Selected: 2
<ul style="list-style-type: none"> <li>Donegal (CFN), Republic Of Ireland</li> <li>Dublin (DUB), Republic Of Ireland</li> <li>Galway (GWY), Republic Of Ireland</li> <li>Kerry County (KIF), Republic Of Ireland</li> <li>Knock - Ireland West (NOC), Ireland</li> <li>Cork (ORK), Republic Of Ireland</li> <li>Shannon (SHN), Republic Of Ireland</li> </ul>	<ul style="list-style-type: none"> <li>St. John's (YSJ), Canada</li> <li>Toronto - Pearson Int'l (YTO), Canada</li> <li>Triumph (YTR), Canada</li> <li>Montreal - Dorval (YUL), Canada</li> <li>Vancouver Int'l (YVR), Canada</li> <li>Winnipeg Int'l (YWG), Canada</li> <li>Ottawa (YOW), Canada</li> </ul>	<ul style="list-style-type: none"> <li>2006M01</li> <li>2006M02</li> <li>2006M03</li> <li>2006M04</li> <li>2006M05</li> <li>2006M06</li> <li>2006M07</li> </ul>	<ul style="list-style-type: none"> <li>Inward</li> <li>Outward</li> </ul>

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Air Passenger Movement (Number) by Irish Airport, Foreign Airport, Direction and Month

	2006-01	2006-02	2006-03	2006-04
<b>Carb (COR), Republic of Ireland</b>				
London City (LCY), Great Britain				
Inward	0	0	0	5
Outward	0	2	0	5
London - Gatwick (LGW), Great Britain				
Inward	10,463	13,429	15,208	16,110
Outward	12,294	14,090	14,639	16,707
London - Heathrow (LHR), Great Britain				
Inward	13,911	14,431	16,348	20,146
Outward	15,058	14,106	16,467	19,555
London - Luton (LTN), Great Britain				
Inward	4	53	96	9
Outward	5	0	0	5
London - Stansted (STN), Great Britain				
Inward	13,184	12,741	13,394	13,404
Outward	12,331	12,158	13,389	13,449
Ottawa - London (YXU), Canada				
Inward	0	0	0	0
Outward	0	0	0	0

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Change layout:  
Move the variables between rows and columns by marking and pressing the buttons.  
When ready press **OK**.

Row:  Irish Airport  Foreign Airport  Direction

Column:  Month

Air Passenger Movement (Number) by Irish Airport, Foreign Airport, Direction and Month

	2006-01	2006-02	2006-03	2006-04
<b>Carb (COR), Republic of Ireland</b>				
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Pivot and Calculate Options | Save As Options | Graph and Map Options

Air Passenger Movement (Number) by Irish Airport, Month, Foreign Airport and Direction

	London City (LCY),Great Britain		London - Gatwick (LGW),Great Britain		London - Heathrow (LHR),Great Britain		London - Luton (LTN),Great Britain		London - Stansted (STN),Great Britain		Oxford - London (VVO),Canada	
	Inward	Outward	Inward	Outward	Inward	Outward	Inward	Outward	Inward	Outward	Inward	Outward
<b>Ireland</b>												
2006M01	0	0	10,443	12,294	13,911	15,059	4	5	13,194	12,331	0	0
2006M02	0	2	13,429	14,070	14,431	14,106	53	0	12,743	12,158	0	0
2006M03	0	0	15,208	14,498	16,746	16,467	96	0	13,394	13,359	0	0
2006M04	5	5	16,110	16,707	20,146	19,555	9	5	13,404	13,449	0	0

Footnotes: This dataset is for evaluation purposes only.

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## 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?

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## 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