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Measuring supply in the TSA framework: the Canadian experience

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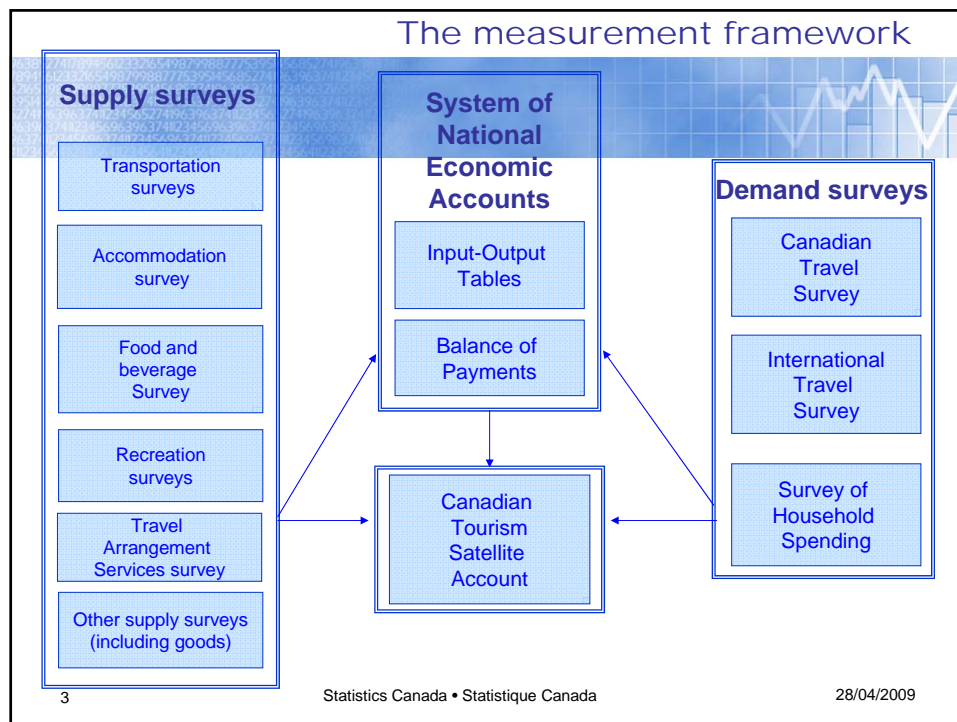
Outline

- Setting the framework
- Defining tourism commodities
- Defining tourism industries
- Measuring tourism domestic supply
- Reconciling supply and demand
- Measuring tourism's economic contribution

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Tourism commodities

- **Tourism commodities in CTSA**
 - comparable with list in IRTS 2008
 - Exclude: vacation homes, tourist guide/information services
- **Some are country-specific for Canada**
 - vehicle fuel, repairs and parts, motion picture exhibition
 - significant part of the demand in Canada comes from visitors
- **Include tourism-single purpose consumer durable goods**
 - Comparable with list in TSA:RMF
 - Except: planes and boats
- **Also include non-tourism commodities often purchased by visitors**

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Tourism industries

- Tourism industries in CTSA,
 - comparable with IRTS 2008
 - Except real estate services for second homes, rental and leasing of recreational and sporting goods
- Tourism industries produce tourism and non-tourism commodities
- Similarly, non-tourism industries produce non-tourism and tourism commodities
- IOT reveal these structural details

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Structural details on commodity outputs by industry - example

Table 1 Tourism domestic supply of the food services and drinking places industry - hypothetical example

Commodity	Food services and drinking places industry (and sub-industries)				
	Industry total i	Full-service restaurants ii	Limited-service eating places iii	Special food services iv	Drinking places (alcoholic beverages) v
	millions of dollars				
Distilled alcoholic beverages, licensed premises	1,200	800	0	0	400
Beer, including coolers, licensed premises	1,600	1,000	0	0	600
Wine, including coolers, licensed premises	900	500	0	0	400
Retailing margins	440	50	40	300	50
Royalties and license fees	380	50	30	300	0
Non-residential rents	40	10	10	10	10
Other amusement and recreation services	40	10	12	10	8
Other accommodation services	30	10	10	0	10
Meals (outside home)	13,200	6,000	4,000	3,000	200
Other personal services	40	10	10	10	10
Rental, other machinery and equipment	80	20	20	20	20
Domestic supply (gross output) at basic price:	17,950	8,460	4,132	3,650	1,708
Of which:					
Tourism domestic supply	13,990	8,330	4,032		1,628

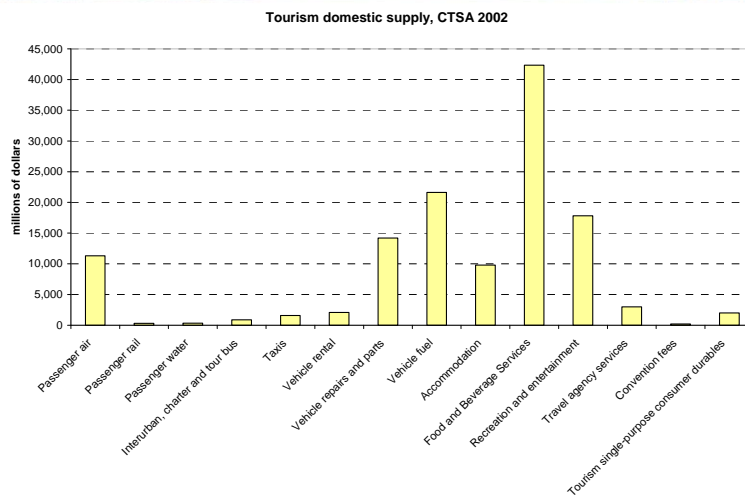
Note: Tourism commodities and elements of tourism domestic supply in shaded areas.

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Tourism domestic supply



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Reconciling demand and supply

- Reconciliation in CTSA unlike in IOT because tourism demand less than tourism supply
- Before confrontation however, several adjustments made to bring two closer together
 - Restrict measure of domestic supply
 - Aggregate commodities so definitions are same
 - Convert to purchaser price valuation
 - Coverage adjustments for items not in travel surveys
 - Reclassification of spending across commodities
- Even after these adjustments demand may be “too high” or “too low” given the supply

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Tourism's economic contribution

- Measure the direct effects of visitor spending on industry value added at basic prices in CTSA
- Lack information on visitor spending by industry
- Structural details of IOT used to convert visitor spending by commodity to industry basis
 - Then determine fraction of industry gross output sold to visitors
 - Apply this ratio to industry value added

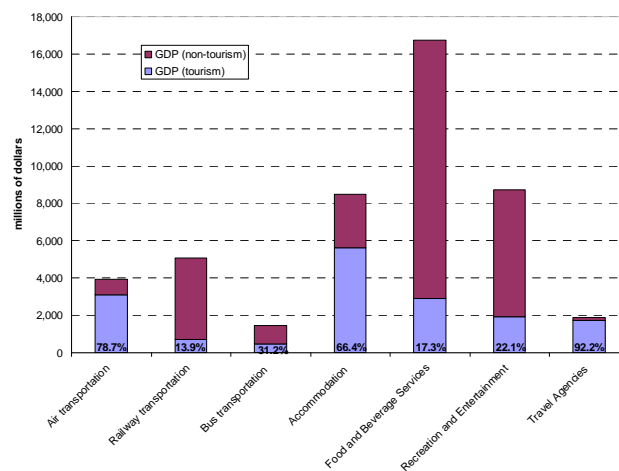
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Tourism's economic contribution

GDP at basic prices, tourism industries, CTSA 2002



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Lessons learned

- Find a frequency that balances need for TSA with other priorities
- Supply-side data often more reliable than demand-side
- TSA rendered data gaps and weaknesses visible
- TSA could be used as a tool for managing STS
- Keep data revisions to a minimum
- Concept/method changes dominate regular statistical revisions
- House TSA in SNA area for credibility and consistency
- TSA is a satellite of the core accounts
- TSA cannot serve all intents and purposes
- Need an external champion to promote the TSA

Thank you

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<http://www.statcan.gc.ca/nea-cen/index-eng.htm>

And click on Tourism