



**UN-WTO**  
**Committee on Statistics and**  
**Macroeconomic Analysis of Tourism**

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Central Statistics Office - Ireland

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# Context

☎ SPAR (Statistical Potential of Administrative Records)

☎ Other User Needs

☎ Dissemination Strategy



## SPAR Projects

- ☎ SPAR 1 exercise already completed in 6 Departments focussing on information relating to individuals.
- ☎ SPAR BES (2nd phase) - primarily relating to business and environmental statistics but also covering information on individuals.

# SPAR Projects - General Findings



- ☎ “Islands” of data, even within departments
- ☎ Some information, collected as part of administrative schemes not captured electronically
- ☎ Sources are, in general, un-integrated at a macro level - use different classifications even when describing the same thing
- ☎ Sources are un-integrated at a micro level - data on entities not linkable across sources and over time (longitudinal analysis)



# SPAR Projects

Current “incremental” approach is not good enough anymore, because...

- ☎ *Data demands becoming unmanageable*
- ☎ *System becoming uncoordinated and hence inefficient*
- ☎ *Large number of “ad-hoc” or once-off surveys being carried out (often by external bodies)*
- ☎ *Scale of demands requires “whole-system” approach rather than distinct departmental approaches*
- ☎ *Cross-cutting issues must be addressed directly*



## SPAR 2 Project - 2004

Statistical Potential of Administrative Records -  
for Business & Environmental Statistics (BES)

- ☎ New NSB “Strategy for Statistics” for 2003-2008 published in 2003
- ☎ Increased focus on “evidence-based” policy-making and accountability
- ☎ Unexplored potential of administrative records



# SPAR 2 Project

☎ Exercise conducted jointly by CSO and 7 Govt. Departments/organisations

☎ Dept. Transport

☎ Dept. Enterprise, Trade & Employment

☎ *Dept. Arts, Sports & Tourism*

☎ Dept. Communications, Marine & Natural Resources

☎ Dept. Environment, Heritage & Local Government

☎ Central Bank & Irish Financial Services Regulatory Authority

☎ Dept. Agriculture & Fisheries



## SPAR 2 Project - Tourism

- ☎ *Regular production of a TSA*
- ☎ *Establish a domestic Same Day Visits Survey*
- ☎ *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*



# SPAR reports



[http://www.cso.ie/releasespublications/corporate\\_publications.htm](http://www.cso.ie/releasespublications/corporate_publications.htm)

☎ *National Statistics Board Policy Needs for Statistical Data on Enterprises*

☎ *Statistical Potential of Administrative Records - Working Report*

☎ *Statistical Potential of Business and Environment Enterprise Data Holdings in Selected Government Departments - Working Report*





## Develop the CRS

☎ Re-engineered during 2005

- *consistent with UNWTO recommendations*
- *adopted new strata (weighting)*
- *homogeneity (city pairings)*

☎ New monthly publication - “Overseas Travel”

- *Precision estimates*
- *Seasonally adjusted data*
- *Detailed country breakdowns*



# Airport Pairings

- ☎ Value Added from CRS re-engineering
  - *new strata provided valuable data in their own right*
  - *basis for weighting CRS*
  
- ☎ Approached Airport Authorities for permission
  - *Data respondents enthusiastic*
  - *6 month time lag*

# Airport Pairings - Model



☎ Data on every flight:

- *Airport to Airport*

- *City to City*

- *Country to Country*

- ***Region to Region***

- *Continent to Continent*

*Or any combination of hierarchy*

# Re-engineered Frontier Survey

## *Passenger Card Inquiry*



☎ Existing PCI out of date and expensive:

- *Paper to CAPI*
- *Focus on Outbound*

☎ Improved detail

- *Origin/Destination (not route)*
- *Improved expenditure information & breakdowns*
- *Gender & Age*
- *Regional breakdowns*
- *Enhanced Purpose & Activity information*



*Exploiting administrative data  
to enhance Tourism Statistics*

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