



New Benefits of TSA

Dr. Adla Ragab

Economic Advisor to the Minister of Tourism

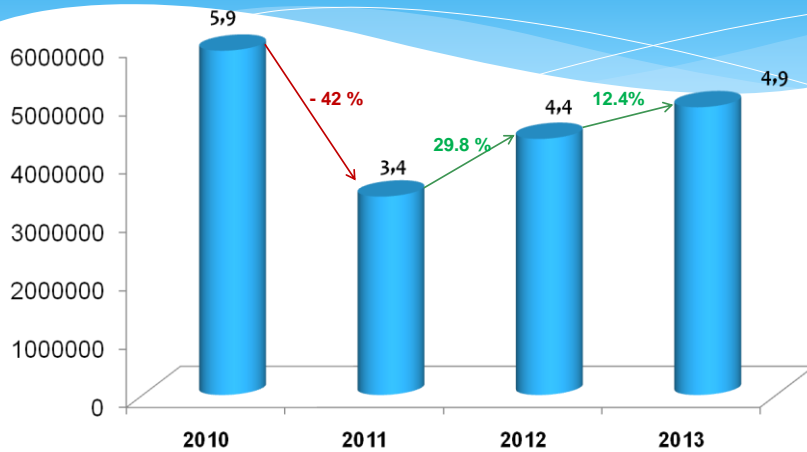
Committee of Statistics
and Tourism Satellite Account (TSA)

Thirteen meeting
Madrid
July 2nd, 2013

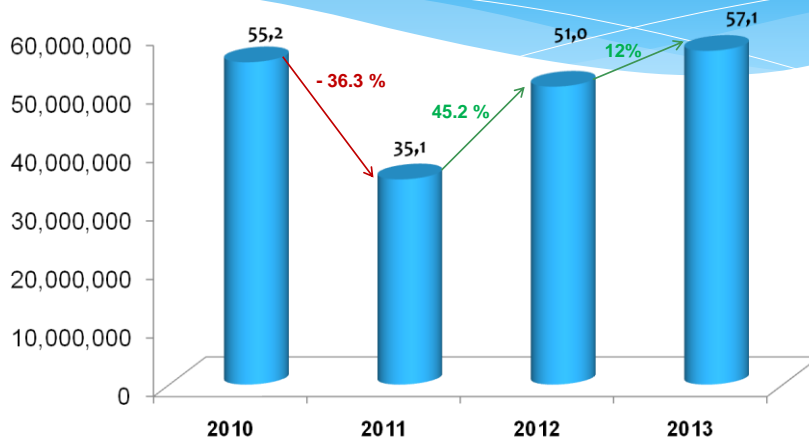
What is the Current Situation in Egypt ?

- * Number of Visitors in 2012 reached 11.5 million (17.3%)
- * Number of Nights in 2012 reached 138 million (21%)
- * Revenues \$ 10 billion (15%)

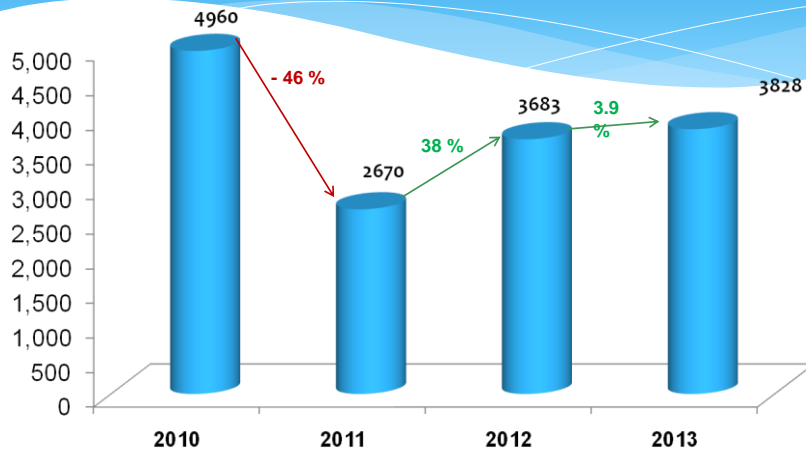
No. of Visitors (million) Jan . – May 2010 - 2013



No. of Nights (million) Jan. – May 2010 - 2013



Revenues (million US \$) Jan. – May 2010 - 2013



Why TSA is important for Egypt?

- * Provide a benchmark for development of tourism statistics.
- * Assess the contribution of tourism to the economy.
- * A tool of comparisons between countries

For Policy Makers

- * Help to understand size and importance of the sector.
- * Set targets for tourism long-term strategies.

For Private Sector

- * Support analysis & business developments.
- * Provide information to tourism projects.
- * Explain and elaborate numbers & figures.
- * Help in promotion and marketing.

What TSA for Egypt?

- * A Dream since 1996: Objectives and tools
- * Many trials since 2000: Feasibility study with USAID.
- * Protocol in 2008: between Ministry of Tourism and Ministry of Planning and International Co-operation.
- * Cooperation in 2009 :with UNWTO consultants.
- * 8 tables of TSA in 2010: Results.
- * Start Awareness Workshops for the importance of TSA in 2010 : for Media , Parliamentarian and Academia.
- * Protocol in 2011: between Ministry of Tourism and Central Bank of Egypt.

2011-2013 Business as Usual

- * After Jan. 25th Revolution in 2011 TSA became more important:
 - To monitor the impact of the revolution on tourism .
 - To Extract Markets profile and identify the main characteristics of Tourists visiting Egypt.
 - To prepare studies to attract more tourists to the various tourism destination (Sharm – Luxor - Aswan - ...)

2011-2013 Business as Usual ... (Cont.)

In 2012:

- * Expanding the countries' Markets Profile.
- * Disseminating Information to ETA and its Tourism Offices abroad (17).
- * Preparing detailed information to Decision Makers to promote tourism in Egypt.

Market profile for 29 Countries

- * Characteristics of main top country.
 - * (e.g. Russian market)



How we benefit from TSA?

* **Table 1: Inbound Tourism**

- * Quarterly information on tourism expenditure.
- * Importance of same-day expenditure.
- * Marketing campaign (Tourist Profile)
- * Prepare information for International Fairs & Exhibitions.
- * Provide tourists details for some countries (e.g. Poland)

How we benefit from TSA? ... (Cont.)

* **Table 2: Domestic Tourism**

- * Collaborate with other related entities (Railway- Road- Antiquities- Aviation) Showing the importance of transportation.
- * Promotion campaign.
- * Incentive domestic transport.
- * Foreigners resident expenditure in Egypt.

How we benefit from TSA? ... (Cont.)

* **Table 3: Outbound Tourism**

- * Provide details & information of outbound tourism (Hajj, Omra & Other purposes) as:
 - * Total outbound tourism expenditure.
 - * Relative distribution of outbound expenditure by purpose.
 - * Relative distribution of outbound expenditure by product group.

How we benefit from TSA? ... (Cont.)

* **Table 4: Internal Tourism**

Provide information & details on :

- * Time share & rented flats.
- * Incentives for employees in governments.
- * Provide Information on the informal sector to the ministry of Finance: Barbers' shops, Taxi drivers, Falouka, Camels and Chariot.

How we benefit from TSA? ... (Cont.)

- * **Table 7: Employment**

- * Vision for the future.
- * Designing training programs
- * Information of gender distribution.

TSA Publications



Future Steps

- * Implementation of questionnaires & surveys for year 2014.
- * Phased implementation for Regional TSA.
- * Operating TSA Employment Module for human resources development in the tourism sector.
- * Prepare for the Meeting Satellite Account.

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Conclusion

TSA is not solid tables for comparisons

but it is

a treasure of information

Special Thanx for UNWTO



Thank you

Dr. Adla Ragab
adlaragab@tourism.gov.eg