Relationships:
The Canadian Tourism Satellite Account Experience

Demi Kotsovos
Chief, Satellite Accounts and Special Studies
National Economic Accounts Division
Statistics Canada

UNWTO Special Workshop on Tourism Statistics
Nara, Japan, 20 - 21 November, 2014
Outline

- Context
- Measurement framework
- Relationships – Internal and External
- Lessons learned
- Conclusion
The economic importance of tourism in Canada

- Tourism spending in Canada in 2013 was $84.5 billion
  - By Canadians 80%
  - By International visitors 20%
- GDP directly attributable to tourism about 2% of the overall Canadian economy ($33 billion)
- 618,900 jobs attributable to tourism; 3.4% of total economy
- Government revenue from tourism over $21 billion in 2011; mostly sales taxes
- Economic importance of tourism varies by region
Measuring Tourism in Canada

- Measuring tourism in the Canadian economy
  - Tourism Satellite Account…the integration tool
  - Related products (spinoffs)…timely analysis tools
What is a Satellite Account?

- Extension of the System of National Accounts (SNA) – hence the term “satellite”

- Subject-matter specific
  - Satellite Account of Non-profit Institutions and Volunteering
  - Pension Satellite Account
  - Research and Development Satellite Account
  - Culture Satellite Account

- Tourism Satellite Account (TSA) highlights the economic transactions that are recorded in the SNA related to tourism
Why a Tourism Satellite Account?

- Requested by tourism industry
- Visibility and identity for the “industry”
- Credible and coherent estimates of tourism
- Comparable with total economy, other industries, across regions and countries
- Consistent measures over time
- Increased analytical and research capacity

- Biennial, national TSA for Canada is funded through joint partnership between Canadian Tourism Commission and Statistics Canada
Canadian Tourism Satellite Account

- Concept of tourism satellite accounts, France 1979
- Canadian Task Force on Tourism Statistics, 1985-89
- Canadian Task Force proposal for TSA, 1989
- **First Canadian TSA released in 1994** (1988 reference year)
- WTO/OECD conceptual frameworks, 1996-1999
- **Quarterly national tourism indicators, 1996**
- Adoption by UN of international TSA standard, 2000
- **Release of the regional TSA for Canada, April 2002**
Canadian Tourism Satellite Account

- Currently working on TSA for reference year 2011

- National TSA funded through joint partnership between Canadian Tourism Commission (CTC) and Statistics Canada
Canadian Tourism Satellite Account and related Products


National Tourism Indicators (quarterly, 2014q2)


Tourism Human Resource Module (demand side estimates) (under development)

Canadian Tourism Satellite Account

Government Revenues Attributable to Tourism (annual, 2000-2011)

Pilot on Environment Indicators of Tourism Activities

Pilot on Tourism Investment In Canada


Canadian Tourism Satellite Account and related Products

National Tourism Indicators (quarterly, 2014q2)


Tourism Human Resource Module (demand side estimates) (under development)

Canadian Tourism Satellite Account

Government Revenues Attributable to Tourism (annual, 2000-2011)

Pilot on Environment Indicators of Tourism Activities

Pilot on Tourism Investment In Canada
Canadian Tourism Satellite Account
Measurement Framework

Supply surveys
- Transportation surveys (25% of Tourism GDP)
- Accommodation survey (24% of Tourism GDP)
- Food and beverage survey (12% of Tourism GDP)
- Culture, recreation and Entertainment surveys (<14% of Tourism GDP)
- Travel Arrangement Services survey (<14% of Tourism GDP)
- Other supply surveys (including goods) (25% of Tourism GDP)

System of National Economic Accounts
Input-Output Tables

Demand surveys
- Travel Survey of Residents of Canada (79% of tourism demand)
- International Travel Survey (20% of tourism demand)
- Survey of Household Spending (1% of tourism demand)
Statistics Canada

TSA
Input-Output
Tourism Statistics
Labour Force Survey
Supply survey divisions

Canadian Tourism Commission

Relationships

Survey Respondents

Other government departments

Regional Governments
Tourism Ministries

Canadian Border Services Agency

Airport Authorities

Canadian Tourism Industry
Lessons learned

- Cooperation: Key element of success

- *Need to keep surveys active – critical inputs*

- 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*

- House TSA in SNA area for credibility and consistency

- Need an internal and external champion to promote the TSA

- *Innovation* – Way forward is not clear cut
Challenges

- Reconciliation of demand/supply data
- Data quality and confidentiality issues
- Data quality & consistency, communication - meeting information needs vs biggest number syndrome
- Comparing TSA results with existing regional data
- Financing/obtaining partnerships
- Innovations – Big Data, administrative data
Conclusion – What do you need for a successful TSA implementation

- Critical inputs – keep them active
- Innovation
- Collaboration between National Statistical Office and Tourism Authority
- Partnerships, and cooperation with other government agencies and industry
- Transparency
- Champion of TSA and tourism statistics (internal and external)
Thank you

For more information visit:

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

And click on Tourism