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Relationships: The Canadian Tourism Satellite Account Experience

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

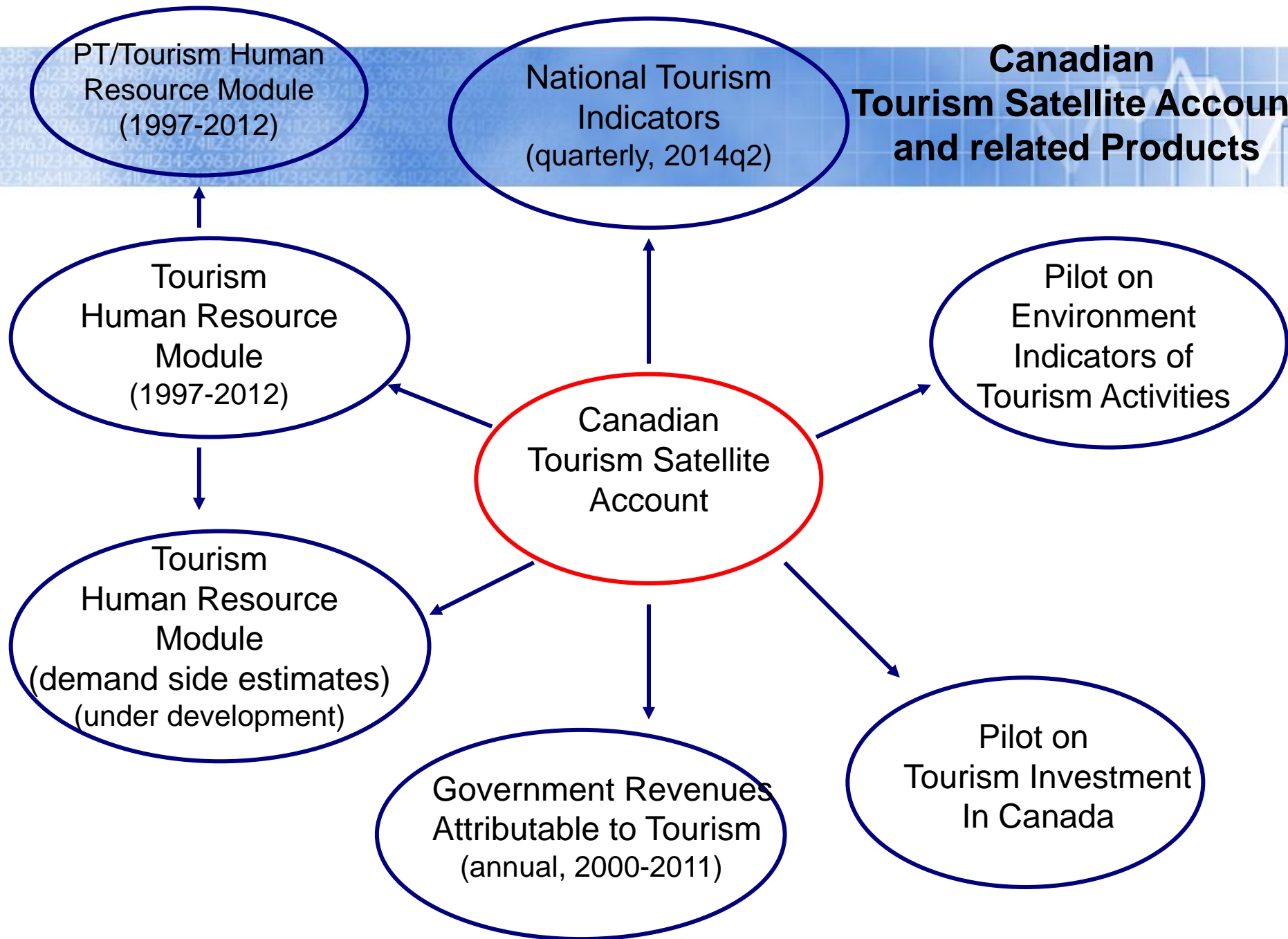
Canadian Tourism Satellite Account

- 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***

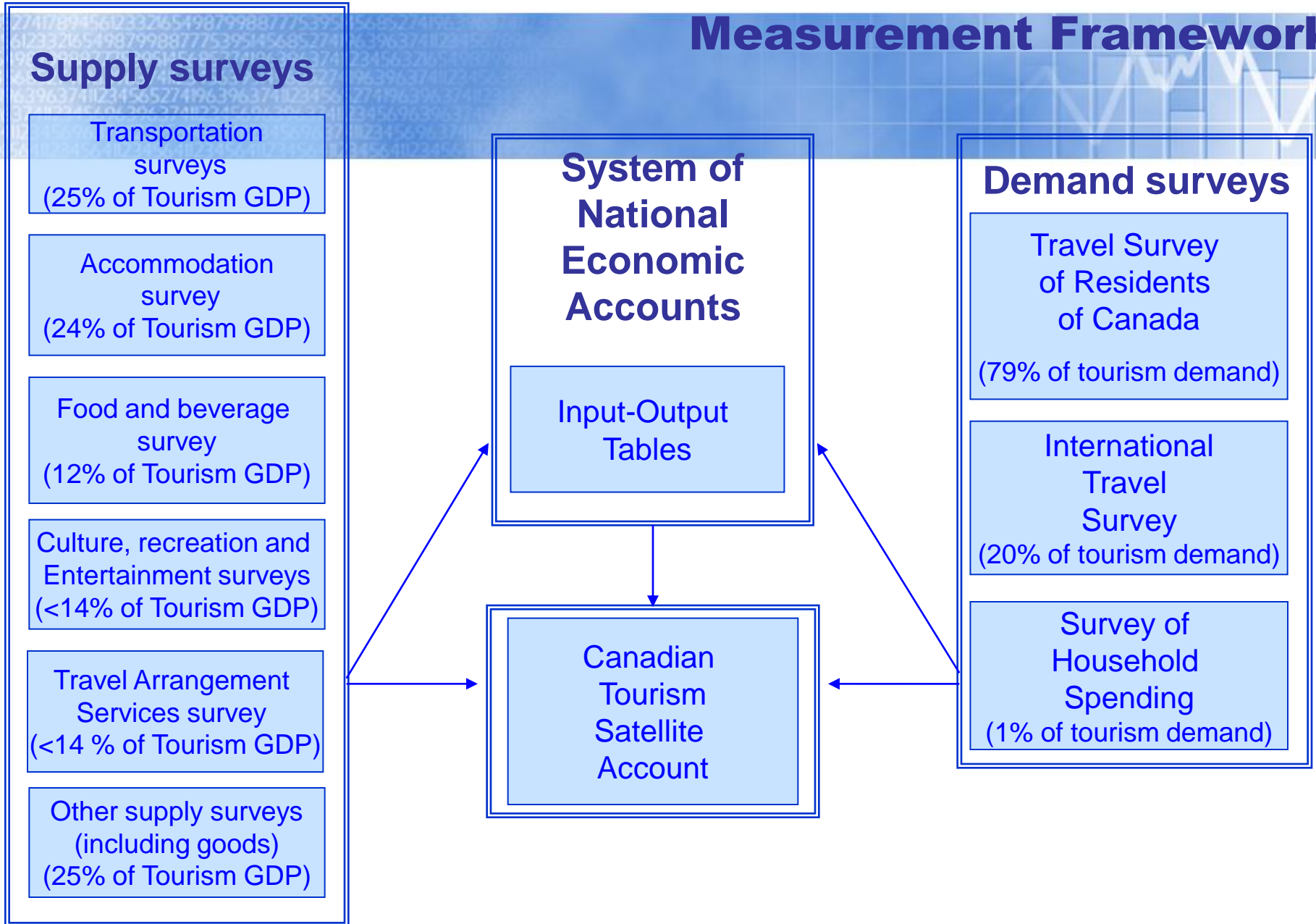
Canadian Tourism Satellite Account

- 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



Canadian Tourism Satellite Account Measurement Framework



Relationships

Statistics Canada



**Canadian Tourism
Commission**

Relationships

USERS

Canadian Tourism Industry

Survey Respondents

Statistics Canada



Canadian Tourism Commission

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

Other government departments

Airport Authorities

**Regional Governments
Tourism Ministries**

Canadian Border Services Agency

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