UNSD / UNWTO / CARICOM Workshop on Travel and International Tourism Consumption

# SOURCES TO MEASURE SUPPLY OF ACCOMMODATION SERVICES

Roseau, Dominica, May 14 – 17, 2013

SAINT LUCIA

## CONTENT

- Overview of Saint Lucia's accommodation product
- •Tourism Agencies & Relationships
- •Data collected by the Ministry of Tourism
- •Sources Primary & Secondary
- Issues Affecting Data Supply
- •How to Fine-Tune the Data



# SAINT LUCIA'S ACCOMMODATION OFFERING

- Mixture of All Inclusive, European Plan, Villas, Apartments, Guesthouses
- Dominated by regional and international brands :
  - -3 Sandals Resorts offering 798 rooms (expanding)
  - -1 Elite Island Resorts offering 345 rooms
  - -1 Viceroy Resorts offering 78 rooms (expanding)
  - -2 Rex Resorts offering 216 rooms



### SAINT LUCIA'S ACCOMMODATION OFFERING (Cont'd)

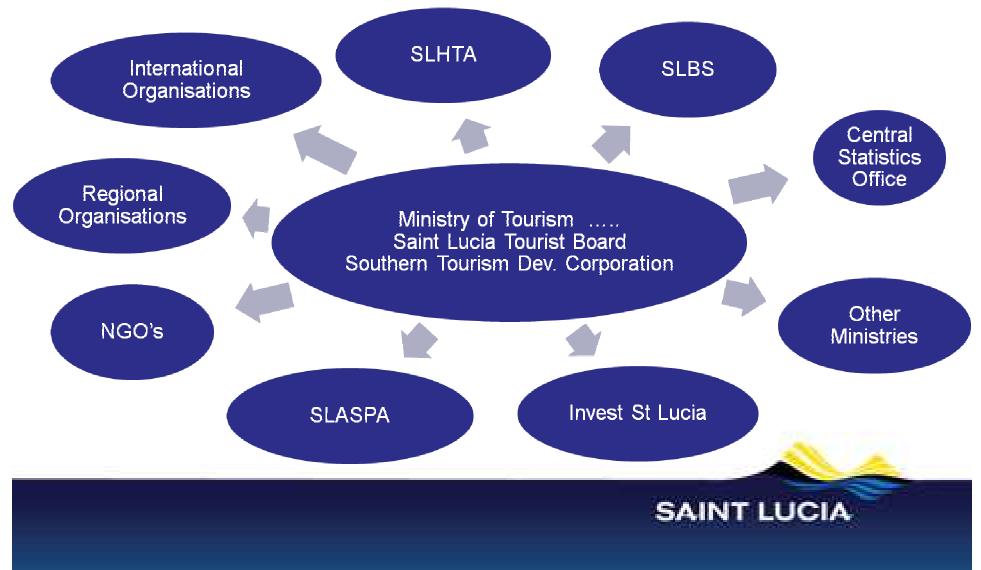
Туре	# Properties	# Rooms
All Inclusive	9	2,042
Conventional	20	1,616
Small	18	414
Villas	42	973
Guesthouses	36	324
Apartments	18	159
TOTAL		5,528

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### SAINT LUCIA'S ACCOMMODATION OFFERING (Cont'd)

Туре	Occupancy 2012	Occupancy 2011
All Inclusive	74%	63%
Conventional	<b>EO</b> 0/	
Conventional	59%	55%
Small	54%	54%
Average	62%	57%
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### **TOURISM RELATIONSHIPS**



# WHAT DATA DO WE COLLECT?

- Occupancy
- •Average Daily Rate
- •Bed nights available & bed nights sold
- •Employment data
- •Utility consumption / expenditure
- •Payments to Treasury
- Revenue information on niche services



# **PRIMARY SOURCES**

- •Ideally the primary source of data is an economic survey of hotels.
- Difficult (but not impossible) to obtain.
- ≻Low response rate.
- ≻These can be verified by audits, statistical measures or by using other sources.

•E/D Cards are processed by the SLTB, and provide useful data on arrivals and bednights.

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# PRIMARY SOURCES (Cont'd)

•Exit Surveys provide information on number of tourists at hotels.

- •Inland Revenue Department houses a wealth of information on operations of hotels.
- >Unlike the Ministry of Tourism, the IRD has the legal authority to inspect / audit the accounts of hotels.
- >Confidentiality of data collected by IRD.
- Suspicion that operators fabricate figures.

Hotels with Income Tax waivers need not file returns. SAINT LUCIA

### SECONDARY SOURCES (Cont'd)

•SLHTA has a pulse on its members' operations.

>Do they have it?

>Are they prepared to share this?

•Other Government Ministries / committees that approve / register services for hotels.



### **ISSUES AFFECTING DATA SUPPLY**

- Does the data exist? Yes, but ...
- •Where to get the data?
- •Reliability / Consistency
- Validity
- •Coverage (geographical, temporal, size)
- •Timeliness
- Availability
- Comparability
- •Confidentiality
- •Cost



### HOW TO FINE-TUNE THE DATA

- Inconsistencies in the figures will arise.
- How do you handle them?
- How does one decide which source to use?
- There is no one perfect source
- The source that you choose will depend on what type of data you need to collect, for example, economic data should ideally come from hotels
- Sampling technique should recognise unique characteristics of different types of hotels



# **HOW TO FINE-TUNE DATA?**

- There is no one perfect source. Use multiple sources (where available) for cross-checks.
- •MoU amongst Government agencies.
- >An informal data sharing mechanism may work, but this brings the issue of continuity.
- •Network with regional and international tourism organisations
- •Update available data on regular basis
- •Build relationship with operators



# Thank You

