



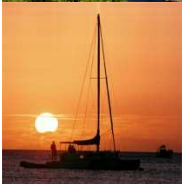
Key Policy Issues in Caribbean Tourism and CTO's Statistical Inventory

Prepared by CTO Research Unit



Key Facts

- The Caribbean is the most tourism intensive-region in the World.
- According to WTTC, tourism
 - contributed approx. 14% of GDP and
 - generated about 12% of total Caribbean employment both (directly and indirectly) in 2012.

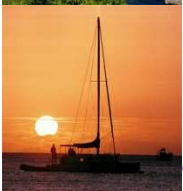


Key Policy Issues: Measurement

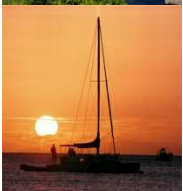


Key Policy Issues

- **Measurement:** The region inadequately captures tourism contribution in GDP.
 - TSA's are only employed in Bahamas, Jamaica & Dominican Republic.
 - Indirect contribution is not estimated.
 - Key performance indicators e.g. accommodation occupancy rate and length of stay are sparse.
- Hence, economic analysis understates the tourism impact.

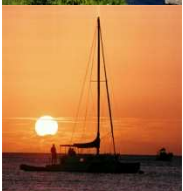


Key Policy Issues: Environment



Key Policy Issues

- **Environment:** tourism is heavily dependent on a healthy and attractive environment.
- Yet the management of pollution, coastal zones, conservation and sustainable use of the natural habitat etc has been lacking.
- **Statistics required:** geographical data, # of livelihoods dependent on coasts etc

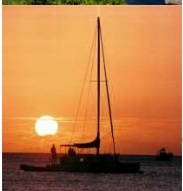


Key Policy Issues: Safety & Security



Key Policy Issues

- **Safety & Security:** crime against tourists affect the perception of a safe destination and could lower arrivals.
- E.g. few years ago, a cruise line dropped calls to a destination after a violent attack on a tourist.
- **Statistics required:** trends of crimes against tourists, data on tourists' perception of safety in destination etc.



Key Policy Issues: Taxes

TAX

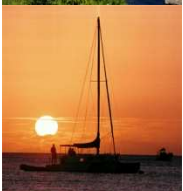


Key Policy Issues

- **Taxes:** The tourism sector is perceived as a lucrative revenue source.
- Across the region many Governments have increased departure taxes to ease fiscal constraints during the Great Recession.
- Additionally, U.K. a major source market increased its APD, which excessively affects outbound travel to the Caribbean.
- **Statistics required:** trends on taxes in tourism sector, data analysis on impact on tourism sector etc

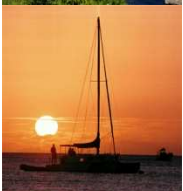


Key Policy Issues: Air Access



Key Policy Issues

- **Air Access:** Intra-regional air access is expensive primarily due to high airport fees and taxes.
- Further, the few remaining Caribbean airlines need to be financially sustainable to ensure airlift into/across the region.
- **Statistics required:** trends in airport fees & taxes, trends in passenger load factors of regional aircraft, data analysis on impact of fees on intra-regional travel etc.





CTO's INVENTORY OF TOURISM STATISTICS



DATA SOURCES

- Primary data sources for Tourism Statistics in the Caribbean

➤ Immigration Cards

- The Immigration Card or Emigration/Disembarkation, (E/D) Card is a legal document which is the property of the Justice/Immigration department of a country.
- It is used to determine the number of visitors, country of residence and other personal characteristics.





DATA SOURCES

➤ Hotel Registration Data

- In destinations where E/D cards are not available, Hotel Registrations of Non-Residents can be used as a proxy for tourist arrivals

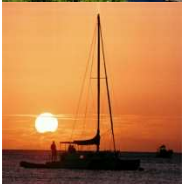
➤ Surveys

- **Visitor Expenditure and Motivational Survey.** Focus mainly on marketing issues but do include some expenditure questions.



CURRENT INVENTORY

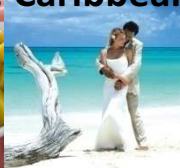
- (Inbound) Tourism indicators from 32 Caribbean destinations
 - Number of Visitor Arrivals – Overnight Arrivals, Same-Day Visitors & Cruise Passenger Arrivals
 - Profiles of visitors (Age, Gender etc.)
 - Activities during the trip (sparse data)
 - Expenditure levels
 - Accommodation statistics
 - General Economic Data (sparse data)





	2008	2009	2010	2011	2012	% ch 2011/12
Tourist (Stay-Over) Arrivals (millions)	22.9	22.1	22.8	23.8	25.0	5.4
Cruise Passengers (millions)	18.8	18.9	20.5	20.9	20.7	-0.8
Visitor Expenditure (US\$ T)	27.2	24.4	25.5	26.5	27.4	3.6
Average Length of Stay (nights)	7.18	7.12	7.05	7.10	7.09	-0.01
Number of Rooms in Tourist Accommodations ('000)	297.2	301.4	306.1	306.3	n.a	
Room Occupancy (%)	64.9	61.6	61.1	61.8	66.3	7.1
Average Room Rate (US\$)	178.0	156.3	161.4	167.6	175.6	4.8
revPAR (US\$)	115.5	96.3	98.7	103.6	116.4	12.4

Source: Caribbean Tourism Organization, Smith Travel Research



CURRENT INVENTORY



Indicator	Countries Reporting
Total Arrivals	29
Main Markets (total)	25
US by State	12
Europe by Country	18
Caribbean by Country	12
South America by Country	10
Canada by Province	8
Length of Stay	12
Occupancy Rate	6



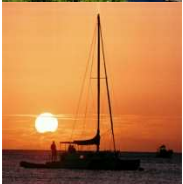
CURRENT INVENTORY

- Timeliness varies from country to country.
- Only **3** responses have been received on the Budget and **6** to performance questionnaire.
- **Tourist Accommodations data and Visitor expenditure estimates are non-existent in many countries.**



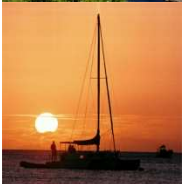
CHALLENGES

- Timeliness & Comparability
- Measurement of Tourism (TSA's not widely used)
- Filling data gaps
- Developing new indicators to cover the multidimensional nature of tourism.



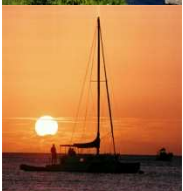
OPPORTUNITIES

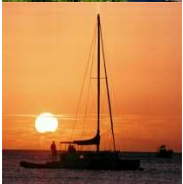
- TVS index developed by CTO ...coming soon!!!
- CTO collaborates with IDB to promote TSA's in the member countries.
- Improve our data management systems.
- Data transfers from Immigration systems.



CONCLUSION

- Improved tourism statistics necessary to meet challenges are critical to the development of the industry.
- **If you can measure it you can manage it!!!**





THANK YOU



CARIBBEAN²³