Metadata of Tourism Statistics

Belize

Outline of Presentation

- 1. What is metadata?
- 2. Tourism Statistics in Belize
- 3. Metadata at Belize Tourism Board
- 4. Metadata at Statistical Institute of Belize
- 5. Benefits of Metadata
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1. What is metadata?

- Metadata refers to all kinds of information used to describe other data.

- Metadata describes:
  - forms of data,
  - the contents,
  - administrative facts on whom created the data and when.

Types of Metadata

- Metadata has many users and a wide range of topics, this means a wide variety of areas need to be addressed.

- Two basic levels of metadata are:
  -**structural metadata**
  -**reference metadata**

Metadata Definition. ctd

- Enhance transparency of methodologies
- Better compare data internationally.
- Include information about data coverage and definitions.
- Background information

2. Tourism Statistics Available in Belize

- The Belize Tourism Board (BTB) is responsible for the final output of Tourism Statistics in Belize.

- The collection of data is done by the Department of Immigration and Nationality (DINS) and the Statistical Institute of Belize (SIB).

- Data from the E/D cards collected at the 7 entry points and are passed to BTB via excel file. (1 Air, 2 land, 4 sea)

System used to Process Info

- BTB data enters the data from the International Airport. (76% of tourist arrivals)
- This information is processed through the Management Information System for Tourism (MIST) developed by the Caribbean Tourism Organization (CTO).

Ratio Corrective Procedure

- A ratio corrective procedure is then applied (on Temporary visitors from America and Returning Residents) to ascertain bona fide tourism figures.

- This ratio technique is also applied to the data from the 2 border crossings.

- At the western border (Guatemalan travellers).

- At the northern border (Mexicans).

Contd (i)

- The raw tourist figures are used for the 4 seaports as they are very minimal.

- Tourism figures are presented based on information from MIST, Hotel Forms, Cruise Arrivals, Site Visits, Tour operators, SIB (exit survey), and many other sources data.

- The information is stored in BTB data base and tables are generated.
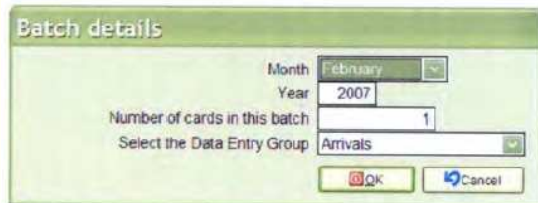
Types of Tables Generated

- Hotel Statistics by Location,
- Average Daily Room Rate,
- Occupancy Rate,
- Revenue Rate for Hotels,
- Market Breakdown,
- Overnight Arrivals,
- Airport Arrivals,
- Cruise Ship Arrivals,
- and Cruise Ship Visitor Activity.

MIST Manual Belize

- BTB statisticians follows a 26 page, MIST operations manual developed by CTO.

3. BTB's Metadata

- Although this reference metadata is not available on BTB's website it is available upon request.

- BTB presents the statistics in *The Belize Travel Tourism Statistics Digest* on its website.

- http://www.travelbelize.org/about-belize/statistics-on-belize

BTB's Tourism Digest Table

BY MARKET:

	2012		2013
American	167,215	American	174,381
European	34,023	European	37,366
Canadian	21,018	Canadian	21,457
Belizeans living abroad	10,338	Belizeans living abroad	10,550
Guatemalans	12,521	Guatemalans	13,312
Mexicans	5,758	Mexicans	5,844
Other	23,489	Other	23,708
Total:	274,362	Total:	286,659

2012 has been a very good year for Belize's overnight tourist arrivals. Considering the historical trend of increases in the fourth quarter -high season, an annual projected increase of at least 9% in arrivals for 2012 is reasonable.

In 2013 tourism growth is expected to continue, but not at the accelerated pace that occurred in 2012. A 4.5% overall increase is expected in 2013, taking into account historical trends as well as economic factors in origin market countries. The overnight arrival forecast was made possible with data contributed by the Oxford Economics Company (Tourism Economics).

BTB's Tourism Statistics Digest

- Some of the tables are sent to the Statistical Institute of Belize (SIB) for publication in the annual Abstract of Statistics and to the Central Bank of Belize (CBB) for compilation of the Balance of Payments.

Visitor Expenditure and Motivation Survey (VEMS)

- **Every month** the Statistical Institute conduct the Visitor Expenditure and Motivation Survey (VEMS) at the 2 major border crossings and Airport. (Exit Survey)

- It is done at the request of the CBB to estimate tourist expenditures in the country, and BTB uses the information to improve its planning and decision-making.

4. SIB Website includes Metadata

- SIB uses a manual tailored for Belize called **2006 VISITOR EXPENDITURE AND MOTIVATION SURVEY OPERATIONS MANUAL.**

- SIB is currently building a new website to include different forms of metadata.

  Our website can be found at:

  www.statisticsbelize.org.bz

SIB Website Metadata
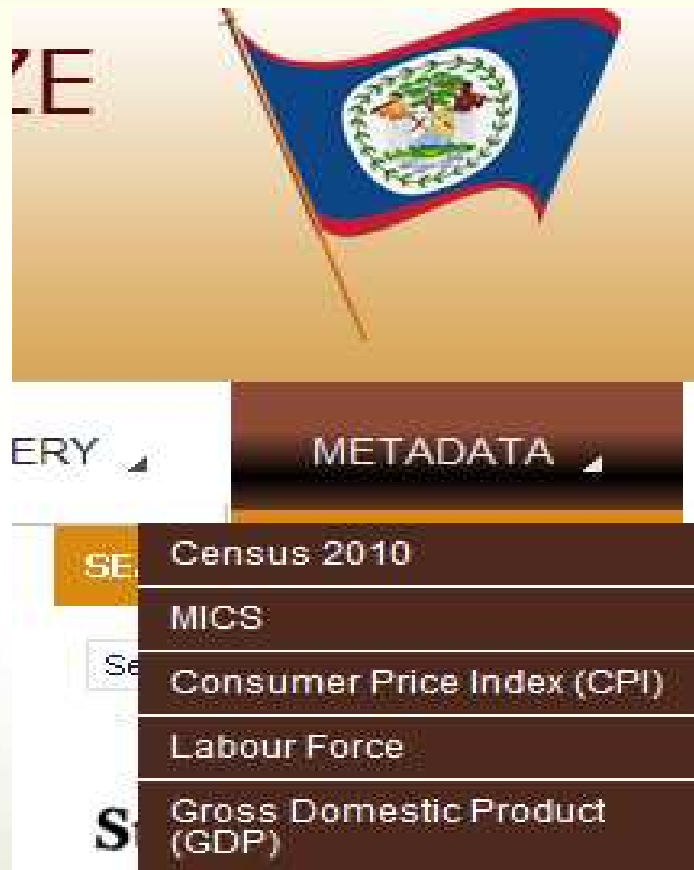
Metadata

- It is here that SIB already have metadata for public use and proposes to input other meta data including those on Tourism Statistics.

Metadata

- The meta data includes a list of files for users to access regarding the input, processing and out put of data. As well as structures and formulas used in producing the data.

- The data base is managed by the Systems Analyst of SIB.

Metadata on VEMS

- After choosing view VEMS in the METADATA tab of the WEBSITE the manual as well as the forms used to collect tourism Statistics will be shown.

5. Benefits of Metadata

- Metadata and quality statistics go hand in hand.
- Metadata describes the quality of statistics.
- A quality component
- Makes statistical data more accessible and easier to interpret.

6. Importance of Metadata

- Metadata allows for comparing national practices in the compilation of statistics. This can help countries to see where they are and implement international standards and adapt best practices.

- This will lead to better harmonization of approaches and will improve the quality and coverage of the statistics.

THANK YOU

- Thank You.

- Have a wonderful Day