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Tourism Satellite Account: Introduction to Data Sources

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Telling Canada's
story in numbers

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**Regional Workshop on the
Compilation of the Tourism
Satellite Account**

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Canada 



Outline

- Data Sources
- Challenges





What do we want to measure?

- The goal of the tourism satellite account is to measure the economic activity of tourism

What does this mean?

How are we going to measure?

The 10 tables of the TSA

Table 1:
Inbound tourism
expenditure

Table 2:
Domestic tourism
expenditure

Table 3:
Outbound tourism
expenditure

Table 4:
Internal tourism
consumption

Table 5:
Production accounts

Table 6:
Domestic supply and
internal tourism

Table 7:
Employment
in tourism industries

Table 8:
Gross fixed
capital formation

Table 9:
Tourism collective
consumption

Table 10:
Non-monetary
indicators



Key measures

- Tourism supply
- Tourism demand
- Tourism GDP
- Tourism employment
- Note: TSA measures only direct effects on GDP and jobs



What do we need?

- Identification of tourism industries and tourism products in statistical system
- Tourism supply and demand by product and by industry
- Tourism GDP and employment by industry

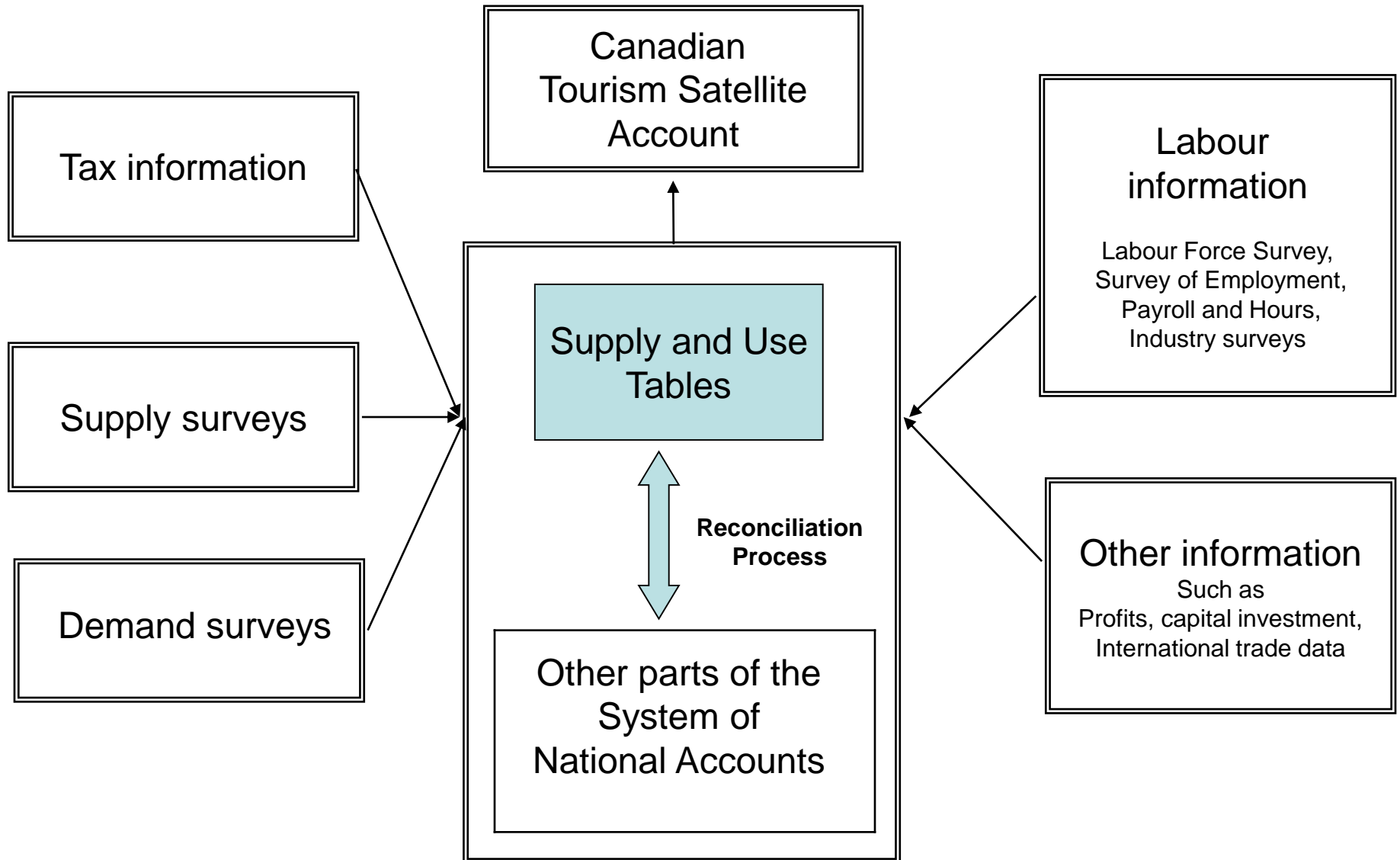


Possible Data Sources

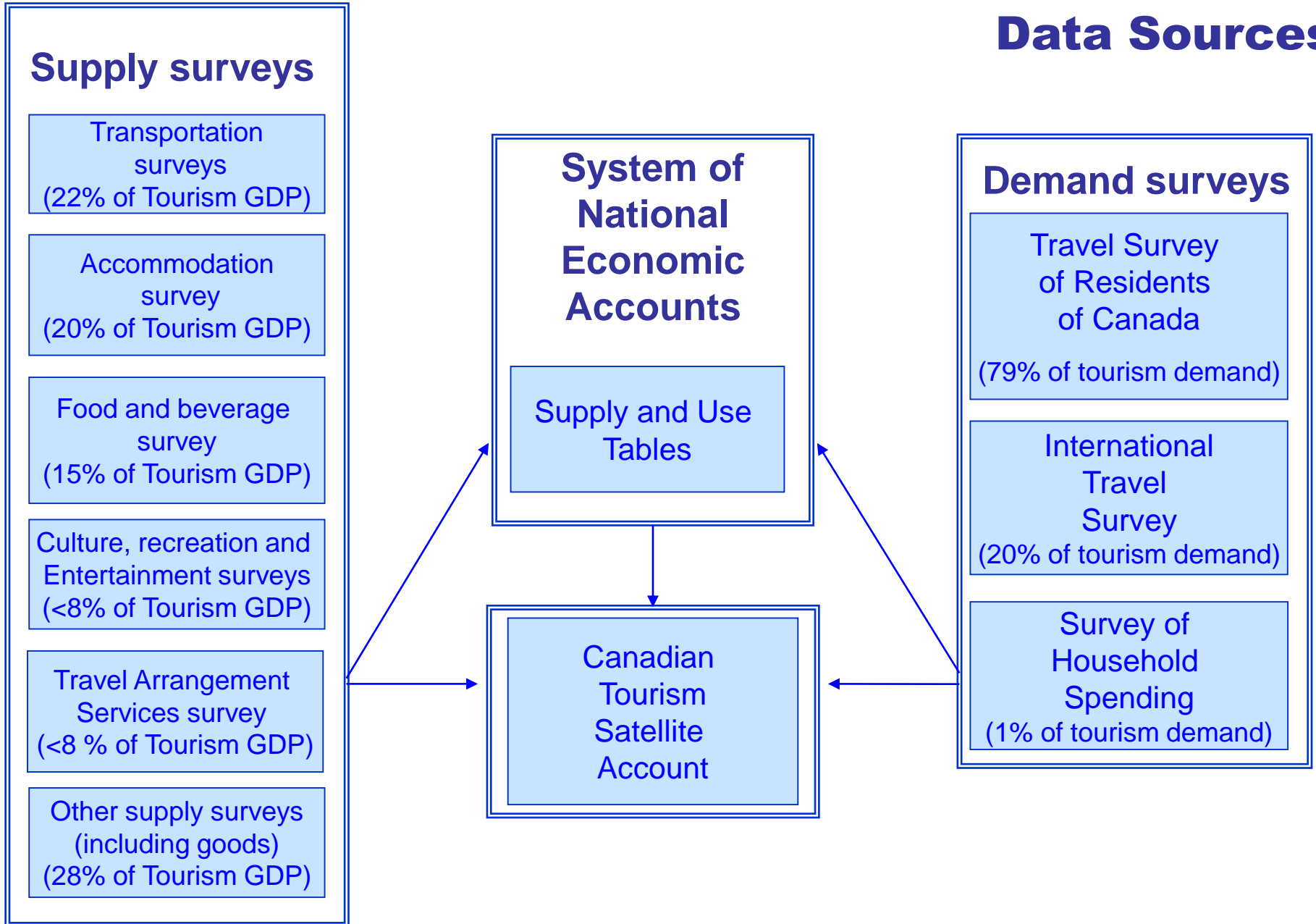
- Tourism supply, GDP and employment
 - Supply and Use tables
 - Establishment surveys
 - Employment measures – Labour Force survey

- Tourism demand
 - Supply and Use tables
 - Various visitor/exit expenditure survey
 - Household surveys

Consider Already Existing Data as Sources



Canadian Tourism Satellite Account Data Sources





Understanding data sources

- What is the source of your data?
 - administrative source
 - business survey
 - household survey
 - tax data

- How reliable are they?
 - Coverage or timing issues?
 - Census versus sample?
 - Regular versus irregular?
 - Are they available on consistent basis over time?
 - Do definitions match the concepts?

- What was the purpose behind the data
 - Are data designed for one purpose but used for another?



Data Challenges

- Data availability
- Detailed results versus confidentiality
- Geographic versus commodity aggregation
- Reconciliation of demand and supply
- Accuracy and reliability of estimates for small regions and industries
- Differences from other “alternative” estimates



Thank you

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