Tourism Satellite Account: Introduction to Data Sources

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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

Supply and Use Tables

Canadian Tourism Satellite Account

Labour information
- Labour Force Survey,
- Survey of Employment,
- Payroll and Hours,
- Industry surveys

Other information
- Such as
  - Profits, capital investment,
  - International trade data

Other parts of the System of National Accounts

Reconciliation Process

Supply surveys

Demand surveys

Tax information
Canadian Tourism Satellite Account Data Sources

Supply surveys
- Transportation surveys (22% of Tourism GDP)
- Accommodation survey (20% of Tourism GDP)
- Food and beverage survey (15% of Tourism GDP)
- Culture, recreation and Entertainment surveys (<8% of Tourism GDP)
- Travel Arrangement Services survey (<8% of Tourism GDP)
- Other supply surveys (including goods) (28% of Tourism GDP)

System of National Economic Accounts
- Supply and Use Tables

Demand surveys
- Travel Survey of Residents of Canada (79% of tourism demand)
- International Travel Survey (20% of tourism demand)
- Survey of Household Spending (1% of tourism demand)
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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