



16) Statistics on visitor expenditure- concepts and definitions

(Concepts and Estimates &
Demand and Supply reconciliation)

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WTO question-- Concepts and estimates

- Is the concept and estimate of expenditure both in the inbound and domestic tourism figures strictly equivalent?
- If not, what are the differences between them?



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Concepts and estimates

- At the moment, concept and estimates of inbound and domestic are not strictly equivalent. Some minor differences exist.
- On the international side – inbound
 - publish international travel not international tourism – since it is necessary for the BOP.
 - ITS does not exclude routine trips and trips by travelers whose main purpose of visit is to be employed and earn an income within the country visited.
 - But the TSA excludes commuting to work from inbound estimates.
- On the domestic side, with the new survey, we measure tourism – using the WTO definition of tourism.
 - the TSA, excludes routine trips and same-day trips taken, for commuting, either to a place of study or work, from the domestic estimates, but adds pre-trip expenses.





Concepts and estimates

- Differentiation between same-day visitors/travelers and overnight visitors/travelers
 - In the inbound estimates, this differentiation is based on the duration of the trip rather than the use of accommodation.
 - A visitor/traveler is considered a same-day visitor/traveler if the trip lasted less than 24 hours, and an overnight visitor/traveler if the trip lasted 24 hours or more.
 - In the domestic estimates, this differentiation is based on whether the visitor left and then returned home on the same day.





Concepts and estimates

- With the upcoming redesign of the International Travel Survey, we will be able to generate inbound estimates that follow more closely the WTO recommendations on tourism (for instance, exclusion of routine trips)
- As well, the redesign will aim at harmonizing the information produced by the international and domestic travel surveys.



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WTO Question -- Demand and Supply Reconciliation

In connection to the reconciliation supply / demand and the fact that available sources do not necessarily use the same concepts and definitions,

could you on a personal basis suggest some type of guidelines for countries starting with the TSA on this type of practice?



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Demand and Supply Reconciliation

- We compare supply and demand of tourism commodities at a fairly detailed level in the Canadian TSA and in the National Tourism Indicators
- Reconciliation of supply and demand is occasional in the TSA and quarterly in the NTI
- Differences between supply and demand side estimates lead to deeper questioning and investigation of the concepts, definitions, sources and methods of the data on both sides, to attempt to explain the difference. Ultimately, the demand and supply side estimates in the TSA/NTI have to be reconciled, that is they are adjusted, with the adjustments guided by
 - the results of further investigations,
 - relative confidence in the supply versus the demand side estimates
 - use of related indicators





Demand and Supply Reconciliation

- Demand and supply reconciliation is an art form based on experience and observation.
- The Demand-Supply reconciliation is an important step in the final derivation of demand estimates in the CTSA. The process performs a check on the various data sources.



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Demand and Supply Reconciliation

- 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?
- How large is the Demand / Supply discrepancy?
- What do other indicators reveal?





Table 15: Demand and Supply Reconciliation - Accommodation

	\$ millions
Survey data	
Domestic demand from CTS survey data	4,492
International demand from ITS survey data	4,282
Adjustment/additions to survey data	
Domestic portion of International Trips	53
Domestic Demand (Territories), Travel agents Commissions, and Accommodation spending associated with nights spent in homes of friends and relatives	-330
Total tourism demand before reconciliation with supply	8,497
Total Supply	9,004
Tourism Commodity Ratio (Total Demand / Total Supply) before reconciliation with Supply	94.4
Reconciliation adjustment	-220
Total tourism Demand after reconciliation with Supply	8,277
Total Tourism Demand Published, CTSA 2000	8,277
Total Supply	9,004
Tourism Commodity Ratio (Total Demand / Total Supply) after reconciliation with Supply	91.9





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