UNSD / UNWTO / CARICOM Workshop on Travel and International Tourism Consumption

SOURCES TO MEASURE
SUPPLY OF
ACCOMMODATION SERVICES

Roseau, Dominica, May 14 – 17, 2013
CONTENT

• Overview of Saint Lucia’s accommodation product
• Tourism Agencies & Relationships
• Data collected by the Ministry of Tourism
• Sources – Primary & Secondary
• Issues Affecting Data Supply
• How to Fine-Tune the Data
SAINT LUCIA’S ACCOMMODATION OFFERING

• Mixture of All Inclusive, European Plan, Villas, Apartments, Guesthouses

• Dominated by regional and international brands:
  – 3 Sandals Resorts offering 798 rooms (expanding)
  – 1 Elite Island Resorts offering 345 rooms
  – 1 Viceroy Resorts offering 78 rooms (expanding)
  – 2 Rex Resorts offering 216 rooms
### SAINT LUCIA’S ACCOMMODATION OFFERING (Cont’d)

<table>
<thead>
<tr>
<th>Type</th>
<th># Properties</th>
<th># Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Inclusive</td>
<td>9</td>
<td>2,042</td>
</tr>
<tr>
<td>Conventional</td>
<td>20</td>
<td>1,616</td>
</tr>
<tr>
<td>Small</td>
<td>18</td>
<td>414</td>
</tr>
<tr>
<td>Villas</td>
<td>42</td>
<td>973</td>
</tr>
<tr>
<td>Guesthouses</td>
<td>36</td>
<td>324</td>
</tr>
<tr>
<td>Apartments</td>
<td>18</td>
<td>159</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>5,528</strong></td>
</tr>
</tbody>
</table>
# SAINT LUCIA’S ACCOMMODATION OFFERING (Cont’d)

<table>
<thead>
<tr>
<th>Type</th>
<th>Occupancy 2012</th>
<th>Occupancy 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Inclusive</td>
<td>74%</td>
<td>63%</td>
</tr>
<tr>
<td>Conventional</td>
<td>59%</td>
<td>55%</td>
</tr>
<tr>
<td>Small</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Average</td>
<td>62%</td>
<td>57%</td>
</tr>
</tbody>
</table>
TOURISM RELATIONSHIPS

- International Organisations
- SLHTA
- SLBS
- Regional Organisations
- Ministry of Tourism
  Saint Lucia Tourist Board
  Southern Tourism Dev. Corporation
- NGO's
- SLASPA
- Invest St Lucia
- Central Statistics Office
- Other Ministries

SAINT LUCIA
WHAT DATA DO WE COLLECT?

• Occupancy
• Average Daily Rate
• Bed nights available & bed nights sold
• Employment data
• Utility consumption / expenditure
• Payments to Treasury
• Revenue information on niche services
PRIMARY SOURCES

• Ideally the primary source of data is an economic survey of hotels.
  ➢ Difficult (but not impossible) to obtain.
  ➢ Low response rate.
  ➢ These can be verified by audits, statistical measures or by using other sources.

• E/D Cards are processed by the SLTB, and provide useful data on arrivals and bednights.
PRIMARY SOURCES (Cont’d)

• Exit Surveys provide information on number of tourists at hotels.

• Inland Revenue Department houses a wealth of information on operations of hotels.
  ➢ Unlike the Ministry of Tourism, the IRD has the legal authority to inspect / audit the accounts of hotels.
  ➢ Confidentiality of data collected by IRD.
  ➢ Suspicion that operators fabricate figures.
  ➢ Hotels with Income Tax waivers need not file returns.
SECONDARY SOURCES (Cont’d)

• SLHTA has a pulse on its members’ operations.
  ➢ Do they have it?
  ➢ Are they prepared to share this?

• Other Government Ministries / committees that approve / register services for hotels.
ISSUES AFFECTING DATA SUPPLY

- Does the data exist? Yes, but …
- Where to get the data?
- Reliability / Consistency
- Validity
- Coverage (geographical, temporal, size)
- Timeliness
- Availability
- Comparability
- Confidentiality
- Cost
HOW TO FINE-TUNE THE DATA

• Inconsistencies in the figures will arise.
• How do you handle them?
• How does one decide which source to use?
  ➢ There is no one perfect source
  ➢ The source that you choose will depend on what type of data you need to collect, for example, economic data should ideally come from hotels
• Sampling technique should recognise unique characteristics of different types of hotels
HOW TO FINE-TUNE DATA?

• There is no one perfect source. Use multiple sources (where available) for cross-checks.
• MoU amongst Government agencies.
  ➢ An informal data sharing mechanism may work, but this brings the issue of continuity.
• Network with regional and international tourism organisations
• Update available data on regular basis
• Build relationship with operators
Thank You