Session 1
Regional tourism satellite accounts in a vastly diverse tourism economy

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Content

• Tourism satellite accounts in Canada
  • Results of the 2014 Provincial and Territorial Tourism Satellite Account
  • Importance of regional tourism satellite accounts
• Challenges in measuring tourism in remote regions
• Alternative data sources: big data
• Opportunities
Tourism Satellite Accounts in Canada

- 2014 Provincial and Territorial Tourism Satellite Account
- Extensive work on tourism satellite accounts (TSA)
- Several extensions to the TSA
  - National tourism indicators
  - Human resource module
  - Government revenue attributable to tourism
Results of the 2014 PTTSA

- Contribution to GVA: 1.9% in Canada
  - High of 3.0% in Prince Edward Island
  - Low of 1.2% in Nunavut
- Contribution to employment: 3.6% in Canada
  - Part-time, temporary and lower-paying jobs in some tourism industries lead to greater contribution to employment
Tourism’s contribution to GVA (%)
Tourism’s contribution to employment (%)
Results of the 2014 PTTSA

- Tourism demand: $84.1 billion CDN
  - Domestic demand: 61%
  - International demand: 24%
  - Interprovincial demand: 15%
- 75% of tourism spending occurred in three regions:
  - Ontario, Quebec and British Columbia
- Interactive data visualization tool\(^1\)

\(^1\) https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2018011-eng.htm
Tourism regions in Canada

Nunavut

Prince Edward Island
importance of regional tourism satellite accounts in Canada

<table>
<thead>
<tr>
<th></th>
<th>Nunavut</th>
<th>Prince Edward Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism’s contribution to GVA</td>
<td>1.2%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Tourism industry</td>
<td>Small</td>
<td>Economic driver</td>
</tr>
<tr>
<td>Area</td>
<td>2.1 million km²</td>
<td>5.7 thousand km²</td>
</tr>
<tr>
<td>Population density</td>
<td>0.02/km²</td>
<td>25.1/km²</td>
</tr>
<tr>
<td>Roads</td>
<td>Local roads only</td>
<td>Main means of travel</td>
</tr>
<tr>
<td>Tourism demand</td>
<td>Mostly from its own residents</td>
<td>Mostly from other regions</td>
</tr>
</tbody>
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- Canada’s diverse landscape drives the need for regional tourism satellite accounts
Data sources

• Travel surveys
  • International travel survey
  • Travel survey of residents of Canada
• Regional supply and use tables
• Industry surveys
• Productivity accounts
Measuring tourism in remote locations

• Residents of the northern territories are mostly not covered by travel surveys
  • E-questionnaires: internet connectivity is limited
  • Telephone interviews: expensive
• Household final consumption expenditure (HFCE) determined to be good proxy of tourism spending
Alternative data sources: big data

• Short-term private accommodation services
  • Significant growth in recent years
  • Likely covered on the demand side
  • Possible underrepresentation on the supply side
• Travel surveys: international visitors’ credit and/or debit cards
Opportunities and potential work ahead

• Potential for work on extensions of regional TSAs
  • Regional tourism indicators
  • Regional government revenue attributable to tourism
  • Demand-side human resource module
  • Link to regional culture satellite account

• Review of available regional data
  • Collaboration between Statistics Canada and the Territories serves as an example of what can be done
THANK YOU!

For more information please visit, www.statcan.gc.ca

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