

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Session 13 – Specific issues raised in the questionnaires

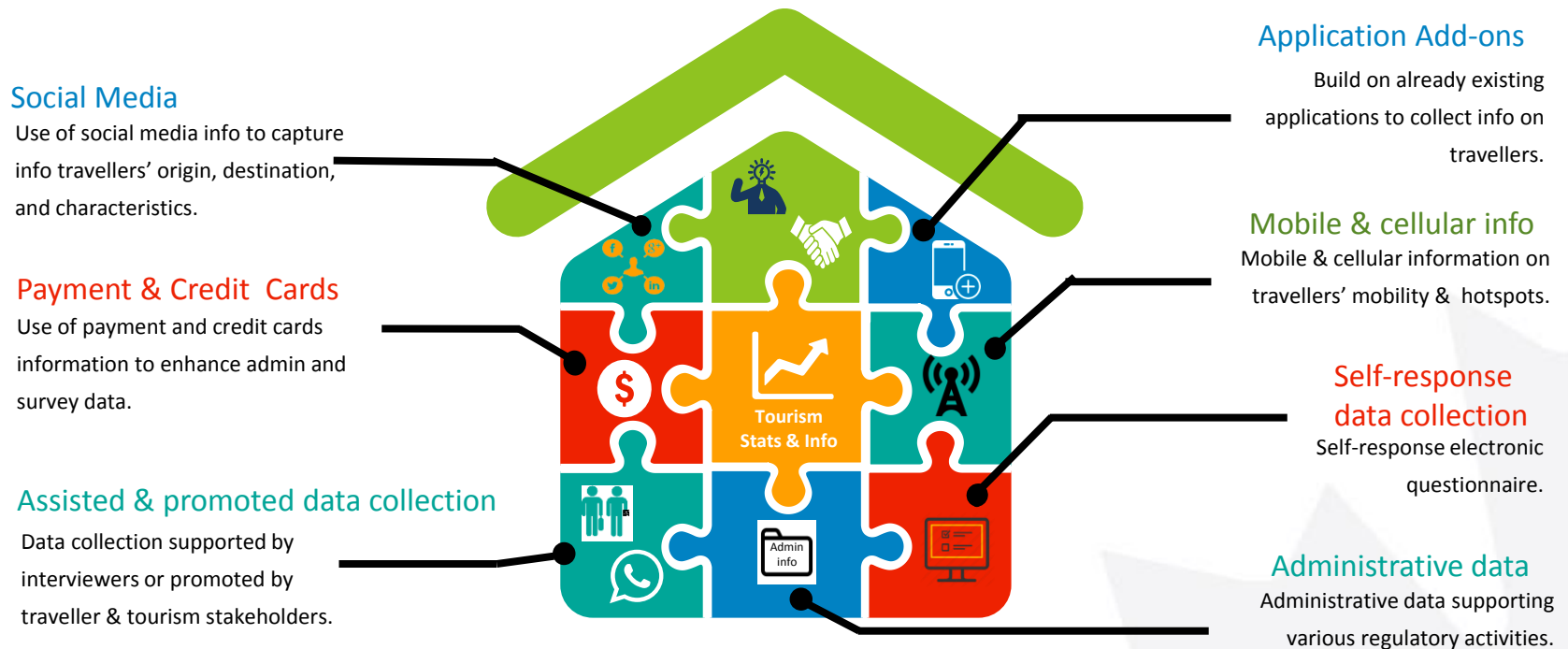
The Potential Use of Credit/Debit Card Data for Tourism Statistics – Considerations

Michel Dubreuil
Destination Canada

UNWTO/DG GROW Workshop
*Measuring the economic impact of tourism in Europe:
The Tourism Satellite Account (TSA)*

Brussels, Belgium
29-30-November 2017

Incorporating more data sources to enhance the robustness of the Tourism Statistical Program



Gathering information on tourism spending and its key correlates

Credit/Debit cards offer significant potential benefits for tourism statistics...



- Equivalent to an electronic **cash register**
- Visibility of **actual transactions** by travellers
- **Timely**
- Details about
 - types of **commodities** purchased
 - **locations of spending** at subnational/regional levels

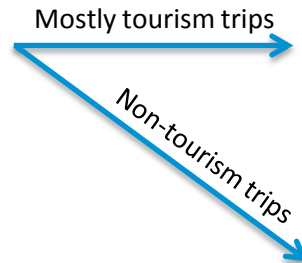
... but it is not without challenges

- Data acquisition issues
 - Negotiating access to credit/debit card transaction data
 - Costs
 - Confidentiality and privacy issues
 - Public perceptions
- Data interpretation and integration issues
 - Lack of visibility over travellers' characteristics
 - Share (%) and type of spending captured by credit/debit card transactions
 - Travel ≠ Tourism

Tourism is a subset of travel

- Credit/Debit card transactions will not discriminate between types of travelers
- In Canada, 1 in 12 travelers is a crew member (airline, cruise, trucking)

Travel ≠ Tourism



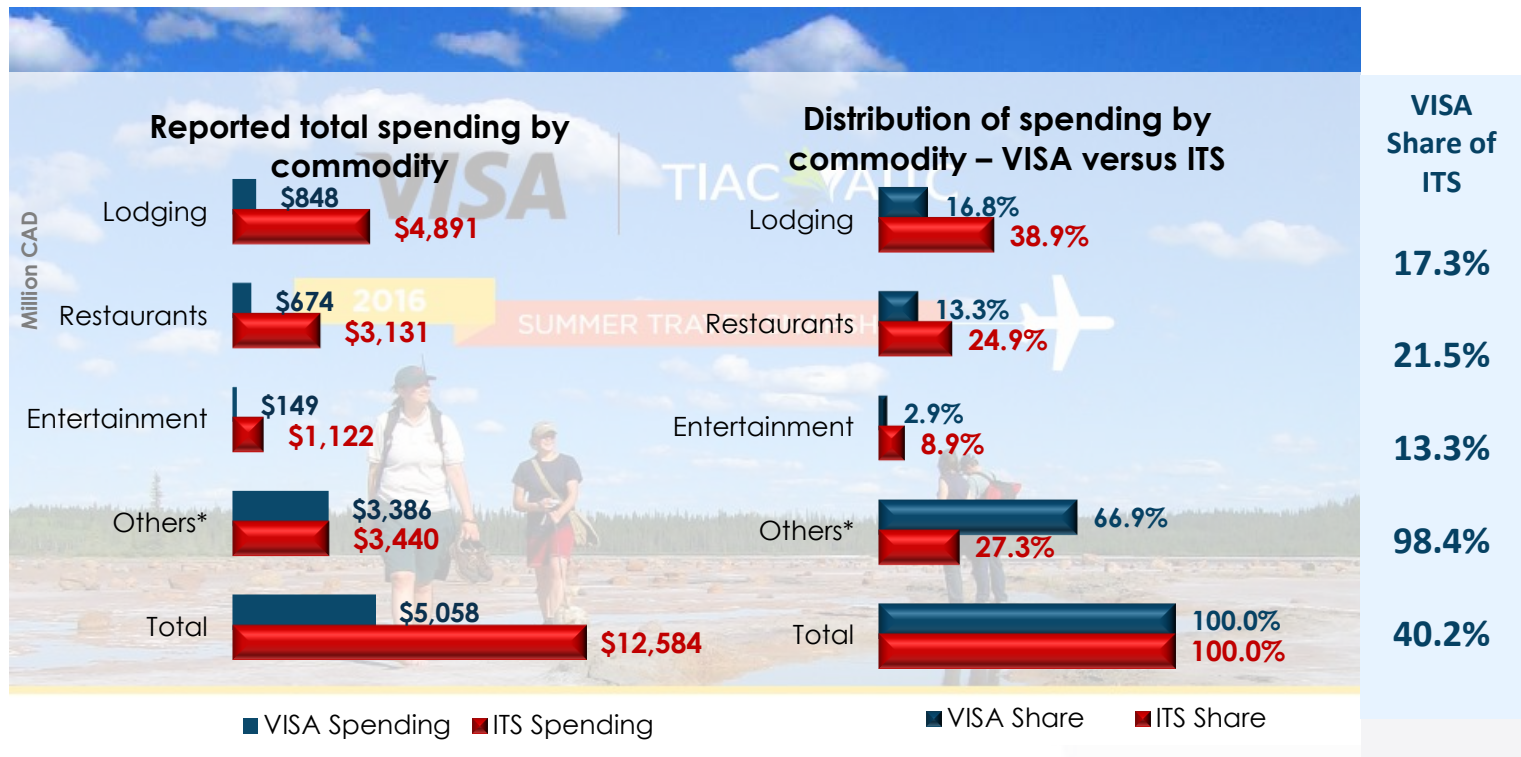
Number of non-resident travellers entering Canada in 2016

Traveler characteristics	Arrivals Same-day & overnight	Share of Total travelers & crews
Non-resident travelers	30.1 million	
from United States	23.9 million	
from other countries	6.2 million	
Other travelers		
Non-Resident Crews	2.8 million	8.6%
from United States	2.0 million	7.8%
from other countries	0.8 million	11.5%

Source: Statistics Canada , CANSIM Table 427-0001

Credit card spending patterns differ in their characteristics compared to other modes of payments

Spending using VISA credit cards represent s40% of total inbound expenditure



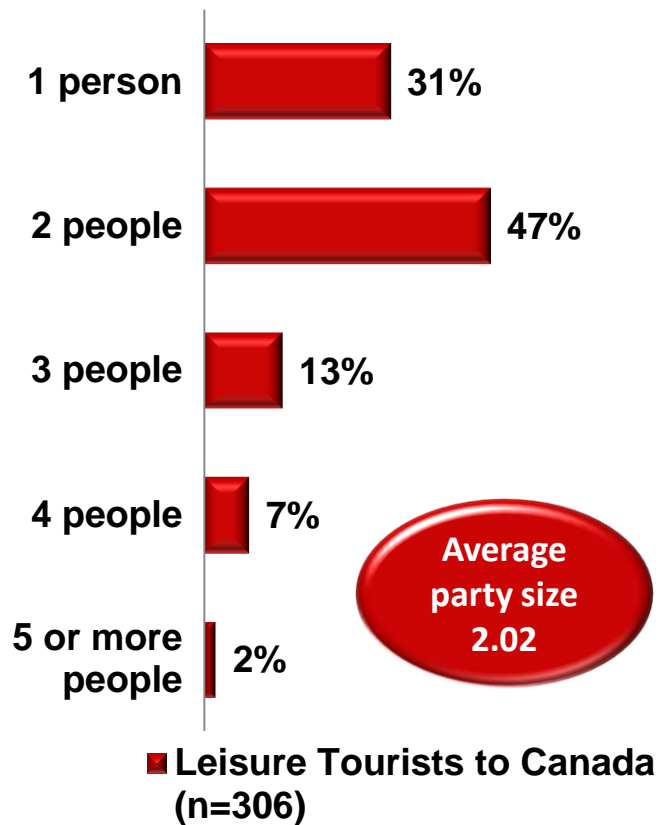
**Total inbound international travel spending by non-resident travelers in Canada.
May to September 2016**

* Others include retails, transportation in Canada and other expenditures

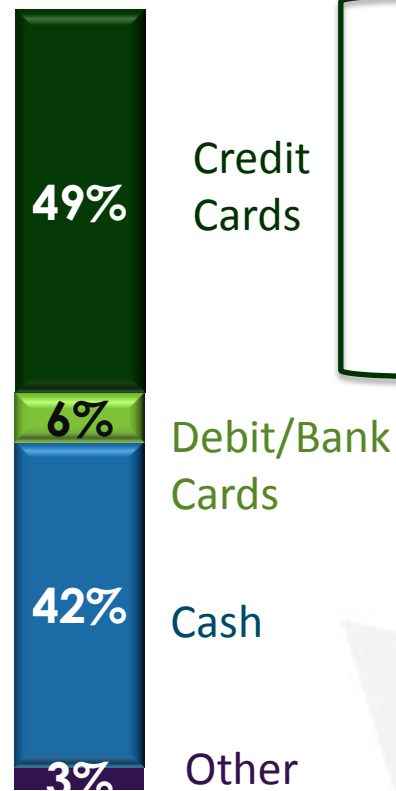
Case study: German leisure tourists to Canada



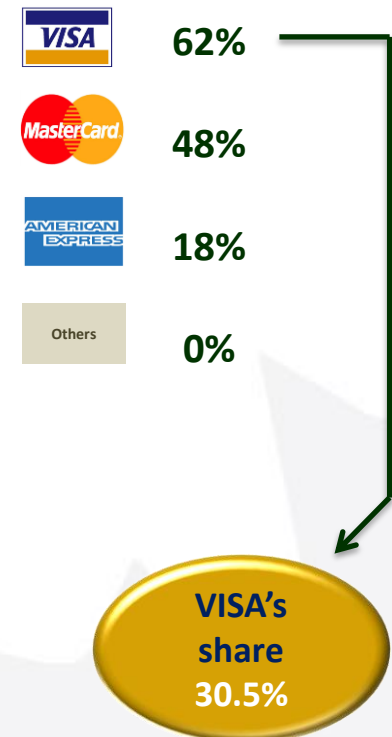
Size of Travel Party associated to payment transactions



Payment Method



Credit Card Used



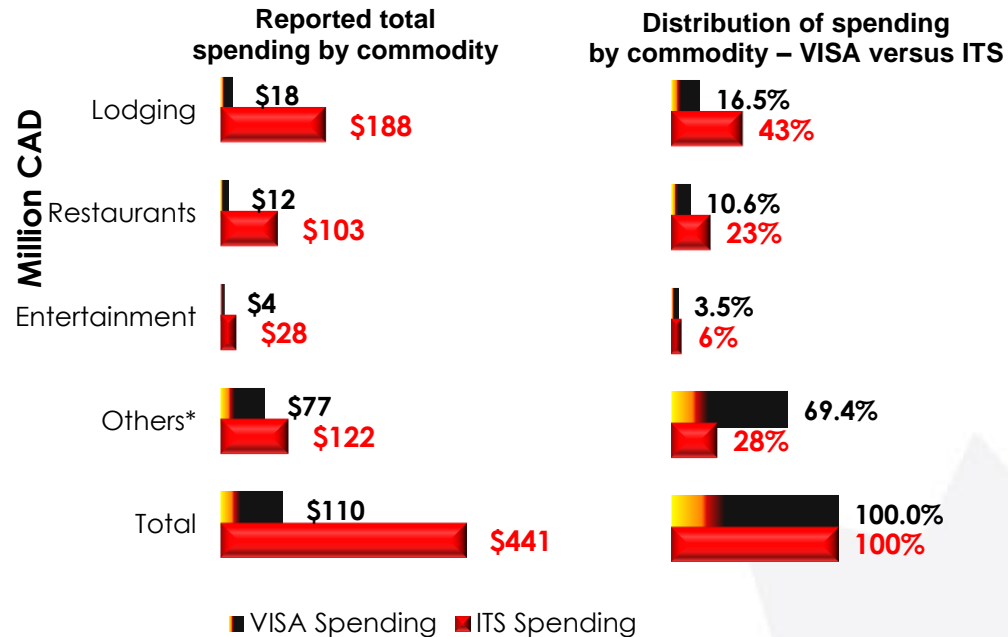
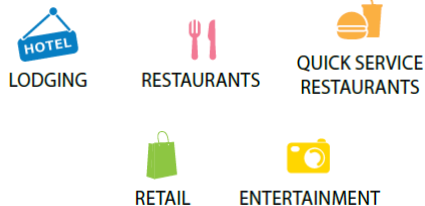
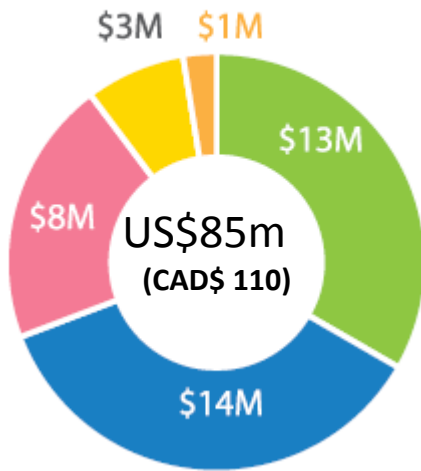
German transactions using a Visa credit card

May-September 2016



- VISA captured an estimated 25% of all reported travel spending by Germans in Canada, similar but lower than the share for leisure travel (30.5%)
- Spending distribution is similar to total inbound international travel spending

GERMANY



25.0%
All Travels VISA Share

Leisure VISA's share 30.5%

Outlook for integrating credit/debit cards in tourism statistics

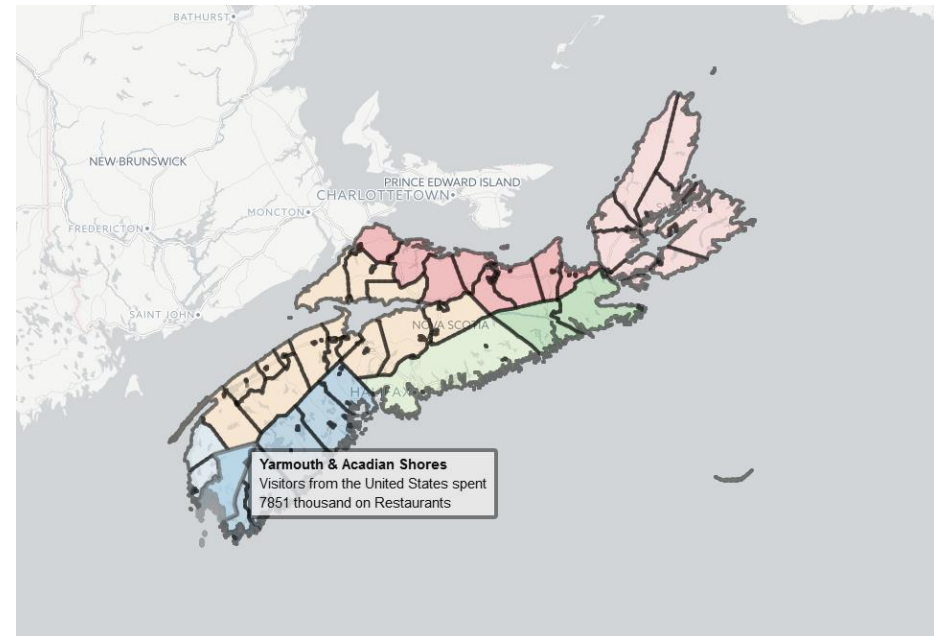
- **Offers real (administrative) and very rich data, but the challenge will be to develop methods to:**
 - map this data onto total travel spending and
 - assign traveler characteristics
- **Short term outlook**
 - Develop early indicators of travel spending
 - Benchmarking and spending dispersion across local geographies by country of origin
 - Seasonal spending trends by commodities
- **Long Term outlook**
 - Develop indicators of travel characteristics for credit/debit card spending data
 - Develop methods to identify, organize and integrate transaction data into tourism statistics and into TSA

Short Term Outlook

Develop indicators of travel spending

Credit/debit card data will provide us with the ability to ask questions on travel spending not previously possible

- **By country of origin**
- **Spending category:** can be aggregated to a level consistent with TSA commodity aggregations
- **Geography:** Data available at
 - national,
 - provincial/territorial,
 - tourism region,
 - census sub-division and
 - neighborhood levels (Postal Code's Forward Sorting Area (FSA))
- **Timing:** weekly, monthly, quarterly



Thank you

Merci

