

2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## Session 6 - TSA Governance at national level

# A Canadian Perspective

Michel Dubreuil  
*Destination Canada*

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

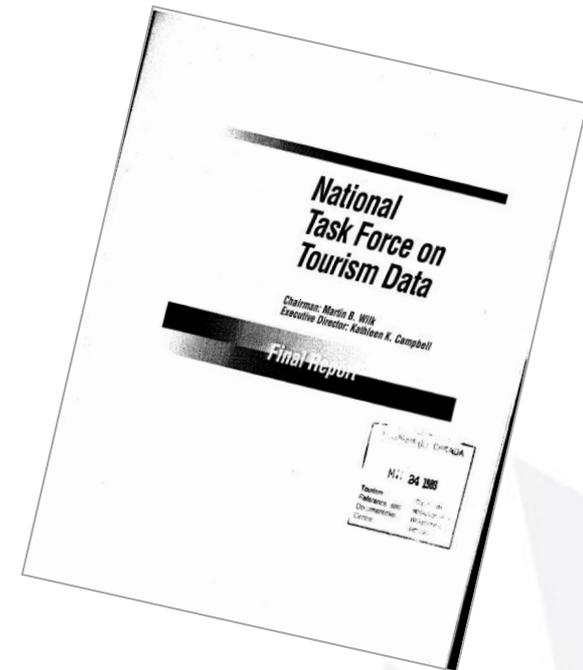
Brussel, Belgium

29-30-November 2017

# Partnerships between the compiler and users are critical to make TSA relevant

Recommendations from the 1989 National Task Force on Tourism Data:

- Statistics Canada to continue the work on a Tourism Satellite Account with participation from the industry:
  - Public and private sector support to enable STC to prioritize TSA development
  - Input into data formation
  - Identify information priorities
- Tourism Canada\* to coordinate the development of joint financing proposal to improve the travel surveys with the provinces and other stakeholders



# Overlapping and Complementary Mandates

## STATISTICS ACT

3 “...” Statistics Canada duties of which are:

- (a) to **collect, compile, analyse, abstract and publish statistical information** relating to the commercial, industrial, financial, social, economic and general activities and condition of the people;
- (b) to **collaborate** with departments of government in the **collection, compilation and publication** of statistical information, including statistics derived from the activities of those departments;
- (d) to promote the **avoidance of duplication** in the information collected by departments of government; and
- (e) generally, to **promote and develop integrated social and economic statistics** pertaining to the whole of Canada and to each of the provinces thereof and to coordinate plans for the integration of those statistics.

## CANADIAN TOURISM COMMISSION ACT

5 The objects of the Commission are to:

- (a) **sustain a vibrant and profitable Canadian tourism industry;**
- (b) **market Canada** as a desirable tourist destination;
- (c) support a **cooperative relationship between the private sector and the governments of Canada**, the provinces and the territories with respect to Canadian tourism; and
- (d) **provide information about Canadian tourism** to the private sector and to the governments of Canada, the provinces and the territories.

# Core TSA institutional arrangement

- **Statistics Canada:**

- Responsible for the collection and compilation of the data
- Dissemination of data, methods and results
  - Information and data release through the [The Daily](#)
  - Data available through [CANSIM](#)
- Collaborate with CTC and other stakeholders
- Training and education



- **Canadian Tourism Commission (CTC, now Destination Canada):**

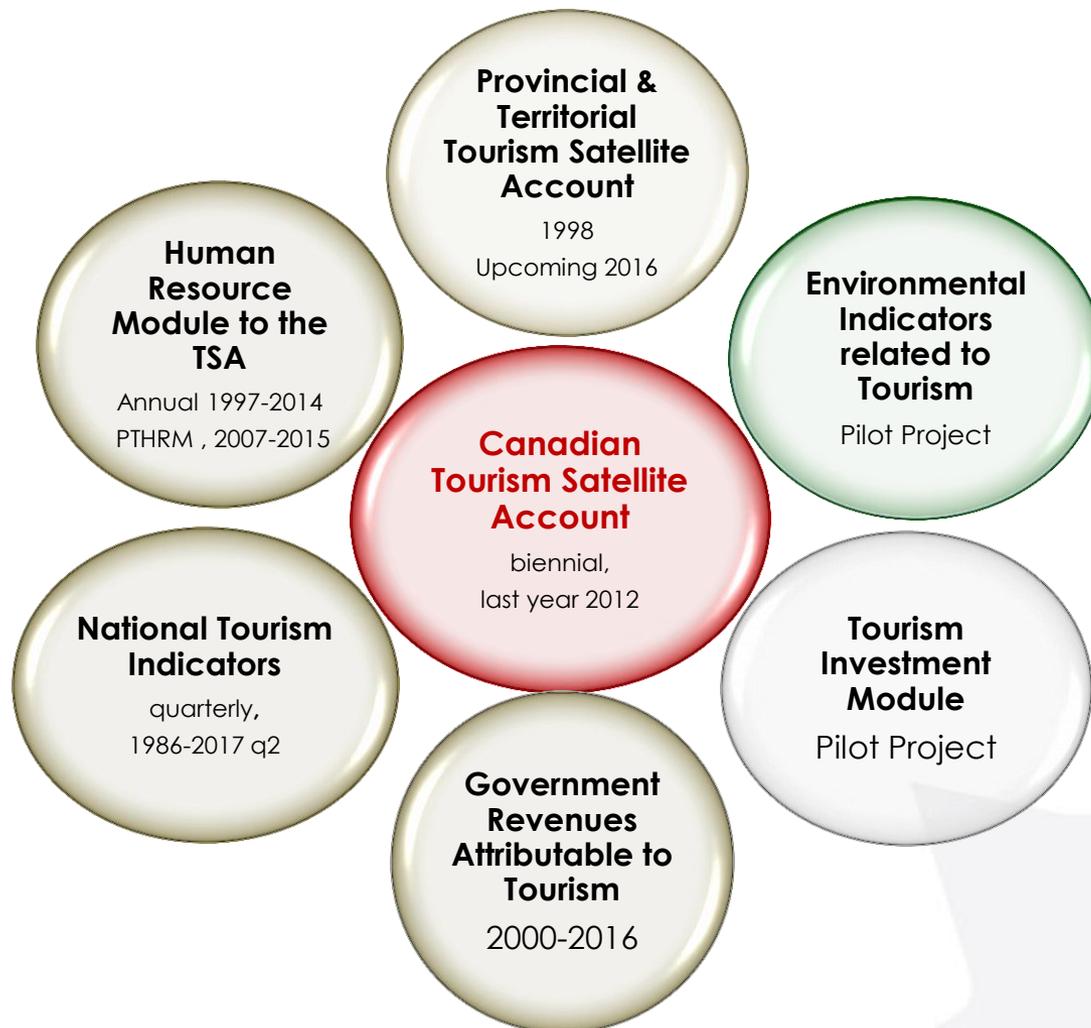
- Financing, some in partnership with other stakeholders
- Identify financial partners
- Identify needs
- Dissemination of analysis
  - Information and analytical release through [DC News](#)
  - <https://www.destinationcanada.com/en/research>

# Tourism Research Partners Forum (TRPF) promotes collaboration and joint-financing opportunities

- **Purpose:** To provide a standing venue for decision-making on all aspects of existing **jointly funded tourism research projects** and a venue for the **formation of partnerships** on future **jointly funded national or multi-jurisdictional tourism research projects.**
- **Participants:**
  - Canadian Tourism Commission
  - Statistics Canada
  - Provinces and Territories
  - Atlantic Canada Opportunity Agency
  - Parks Canada
  - Tourism HR Canada
  - Municipalities



# CTSA related extensions



# Institutional arrangements for TSA modules

All modules are compiled by Statistics Canada

Destination Canada (CTC) is fully funding the compilation of

- **Canadian Tourism Satellite Accounts (CTSA)**
  - updated every two years
- **National Tourism Indicators (NTI)\***
  - Quarterly updates
- **Government Revenues Attributable to Tourism (GRAT)**
  - Annual updates
- Dissemination of information and data
  - By Statistics Canada ([CANSIM](#) and [The Daily](#) and [Destination Canada](#))

## Statistics Canada

- **Provincial-Territorial Tourism Satellite Account (PTTSA):**
  - Funded by Statistics Canada through special budget appropriation from the Government of Canada
- **Environmental Indicators related to Tourism**
  - Funded by Statistics Canada with in-kind support from Destination Canada

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\* Statistics Canada and Destination Canada will be seeking provincial/territorial interests to partner on the development of regional equivalent to the NTI in 2018-2019 following the release of the PTTSA for reference year 2014 in 2018

# Institutional arrangements for TSA modules

All Modules are compiled by Statistics Canada

## Tourism HR Canada

- Fully funding the *Human Resource Module (HRM)* to the TSA
- *Provincial-Territorial human resource module of the TSA (PTHRM)*
  - Funded through a partnership agreement with the Provinces/Territories
  - Dissemination by [Tourism HR Canada](#) and Statistics Canada through [The Daily](#)

## Industry Canada (now Innovation, Science and Economic Development)

- **Tourism Investment Module (TIM)**
  - Funded through a partnership between Industry Canada and Statistics Canada, with in-kind contribution from Destination Canada (CTC)

# Institutional arrangements - Core Travel Surveys

## Two core travel surveys\*:

1. Domestic travel: *Travel Survey of residents of Canada* (TSRC)
2. Inbound and outbound travel: *International Travel Survey* (ITS)

## Basic infrastructure:

- Maintained by Statistics Canada to meet the needs of the **Canadian System of National Accounts** (SNA)
- Core funding from Statistics Canada
- Destination Canada and Statistics Canada coordinate joint-financing initiatives to meet **tourism needs and priorities**
  - ✓ To augment the content and
  - ✓ To improve the quality of the information collected from these surveys

## Dissemination:

- Statistics Canada: Data release through [The Daily](#) and [CANSIM](#)
  - ✓ Seasonally adjusted and non-seasonally adjusted
- DC and Provinces: Data and analytical releases through web portals
  - ✓ Non-seasonally adjusted

Thank you

Merci

