Session 6 - TSA Governance at national level

A Canadian Perspective

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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

* Tourism Canada was renamed the Canadian Tourism Commission in 1995 and Destination Canada in 2015
Overlapping and Complementary Mandates

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<th>STATISTICS ACT</th>
<th>CANADIAN TOURISM COMMISSION ACT</th>
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<td>3 “...” Statistics Canada duties of which are:</td>
<td>5 The objects of the Commission are to:</td>
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<td>(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;</td>
<td>(a) sustain a vibrant and profitable Canadian tourism industry;</td>
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<td>(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;</td>
<td>(b) market Canada as a desirable tourist destination;</td>
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<td>(d) to promote the avoidance of duplication in the information collected by departments of government; and</td>
<td>(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</td>
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<td>(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.</td>
<td>(d) provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.</td>
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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](https://www.statcan.gc.ca)
  - 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

- **Canadian Tourism Satellite Account**
  - Biennial, last year 2012
- **Provincial & Territorial Tourism Satellite Account**
  - 1998
  - Upcoming 2016
- **Human Resource Module to the TSA**
  - Annual 1997-2014
  - PTHRM, 2007-2015
- **National Tourism Indicators**
  - Quarterly, 1986-2017 Q2
- **Government Revenues Attributable to Tourism**
  - 2000-2016
- **Environmental Indicators related to Tourism**
  - Pilot Project
- **Tourism Investment Module**
  - Pilot Project
- **National Tourism Indicators**
  - Quarterly, 1986-2017 Q2
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

* 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

*Both surveys are currently being re-designed. Starting in 2019, the TSRC will become the National Travel Survey and the ITS will become the Visitor Travel Survey*
Thank you

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