

# *TSA in the UK: Stakeholders and governance*

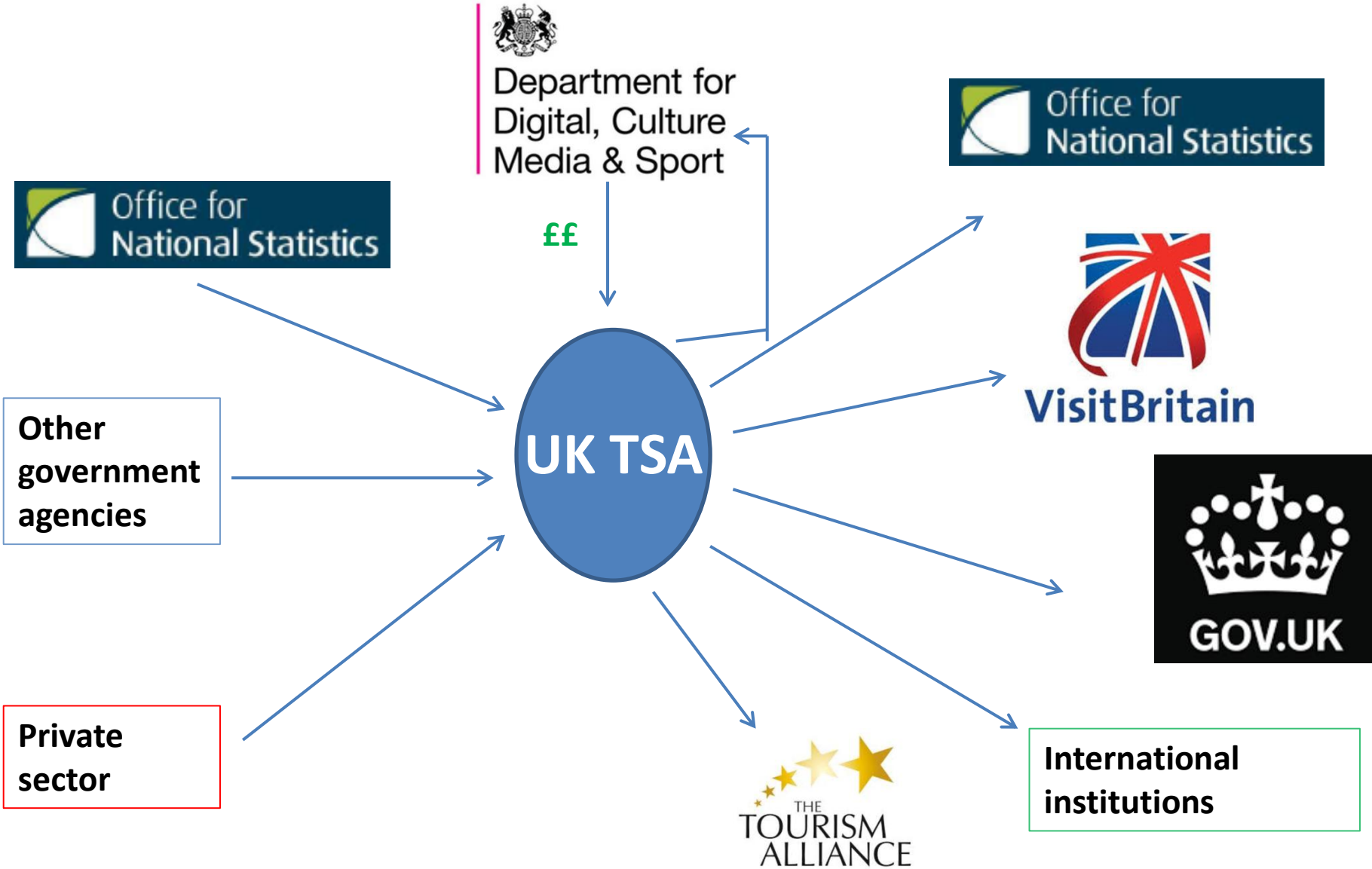
**Brendan Freeman**  
**Office for National Statistics, UK**  
**Tourism Intelligence Unit**  
**[brendan.freeman@ons.gov.uk](mailto:brendan.freeman@ons.gov.uk)**  
**Brussels, Belgium**  
**29-30 November 2017**



# Outline

- Stakeholder structure
- Funding/support
- Inputs/compilation
- Dissemination of outputs/users
- Future role/position

# UK TSA: stakeholder structure



# UK TSA: Funding and support

- UK TSA is produced by the UK national stat's office
- Began as a 3 year project funded by devolved tourism Boards
- DCMS currently fund the UK TSA
- Based on a rolling year-to-year contract



Department for  
Digital, Culture  
Media & Sport

# UK TSA Inputs/compilation

- Produced annually 2008 - 2016
- Heavily reliant on:
  - ONS peer divisions (SUPPLY data)
  - National Tourism Boards (DEMAND data)
- UK TSA produced by TIU. Very small unit.

# UK TSA: Dissemination of outputs/users

- ONS UK TSA supports DCMS economic sector estimates release.
- ONS maintains Tourism commentary and analysis role
- Considerable pressure from users in shaping TSA estimates/outputs
- Increasing interest/influence from ONS Nat A/Cs
- TUI also responsible for regulatory tourism data submissions

# UK TSA: Future role/position

- Dependent on Y-to-Y funding from external provider
- Role needs to evolve to broaden awareness and use of TSAs
  - UK TSA to inform trade
  - UK TSA to inform sustainability



**Thank you for your time.**

