Workshop on Tourism Statistics
16-17 February 2021

Preliminary Programme

Background

The workshop will be organized in two sessions.

The first session will provide a unique opportunity for the tourism community to get a better understanding of the basic tourism statistics and Tourism Satellite Account (TSA) data as well as their use for policy. It will also improve participants’ knowledge on the measurement of shocks, such as the COVID-19 pandemic and will provide insights on the UNWTO’s innovative project “Measuring the Sustainability of Tourism”. The target audience corresponds to high level tourism decision-makers as well as technical and/or high-level staff from the tourism statistics side.

The second session will be of a more technical nature, going deeper into selected issues from a technical perspective. The aim of the session will be to equip tourism statisticians with the necessary capacities to better measure tourism and produce high-quality tourism statistics based on the internationally agreed standards. The target audience corresponds to tourism statisticians from National Tourism Administration, National Statistical Offices, Central Banks and Migration authorities as well as Tourism Satellite Account compilers and National Account compilers.

Tuesday 16 February 2021

SESSION 1: THE MEASUREMENT OF TOURISM FOR BETTER POLICY

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 – 9:40</td>
<td>1. Opening remarks - Mr. Manuel Butler, UNWTO Executive Director</td>
</tr>
<tr>
<td>9:40 – 9:55</td>
<td>2. How can UNWTO support the Caribbean countries in the field of statistics? - Mr. Hernán Epstein, UNWTO Chief of Statistics</td>
</tr>
</tbody>
</table>
3.1 The value and advantages of official tourism statistics and TSA - Mr. Hernán Epstein, UNWTO Chief of Statistics

3.2 Institutional cooperation for the measurement of tourism - Ms. Leandry Moreno, UNWTO Senior Tourism Statistics Specialist

3.3 How to make the best use of tourism statistics and TSA data for tourism policies?
  o Using visitor surveys to segment markets and measuring blue tourism - Mr. Kevin Millington, Director Acorn Tourism Consulting and UNWTO Expert
  o The Bahamas - Ms. Joy Jibrilu, Director General, Ministry of Tourism
  o Jamaica - Ms. Jhanelle-Rae Bowie, Senior Director of Tourism Economics and facilitation, Ministry of Tourism

Discussion

11:10 – 11:15 Break

11:15 – 12:00 4. COVID-19: measuring and monitoring its impact

  4.1 Global and regional state-of-affair - Mr. Hernán Epstein, UNWTO Chief of Statistics

  4.2 Country experience

    o Grenada - Ms. Samantha Thomas-Clyne, Research Officer, Grenada Tourism Authority

Discussion

12:00 – 12:45 5. Measuring tourism role for Sustainable Development

  5.1 Introduction to the Measuring the Sustainability of Tourism project and the SDG indicators related to tourism - Ms. Clara van der Pol, UNWTO Coordinator of the Statistics Department

  5.2 Countries’ experiences

    o Jamaica - Mr. Osbourne Chin, Director of Tourism Facilitation, Ministry of Tourism
    o Aruba - Ms. Melanie Evans Kelly, Manager Strategy, Research, and Planning, Aruba Tourism Authority and Ms. Mari-Lou Figaroa, Policy Advisor Sustainable Development Planning, Department of Economic Affairs

Discussion

12:45 – 13:00 6. Final remarks - Mr. Neil Walters, CTO Acting Secretary General
SESSION 2: HOW TO BETTER MEASURE TOURISM IN THE CARIBBEAN COUNTRIES?

9:30 – 9:35  **1. Introduction** - Mr. Hernán Epstein, UNWTO Chief of Statistics

9:35 – 10:15  **2. Measuring the different forms of tourism: inbound, domestic and outbound tourism**

2.1 Main concepts, definitions, classifications and data sources - Ms. Leandry Moreno, UNWTO Senior Tourism Statistics Specialist

2.2 Measuring yacht visitors: challenges and solutions - Mr. Kevin Millington, Director Acorn Tourism Consulting and UNWTO Expert

2.3 Country experience
   - Trinidad and Tobago: the perspective from Tobago - Mr. Les Warner, Research Analyst, Tourism Tobago Agency Limited


3.1 Main concepts, definitions, classifications and data sources - Ms. Leandry Moreno, UNWTO Senior Tourism Statistics Specialist

3.2 Tourism expenditure and Balance of Payments - Mr. Hernán Epstein, UNWTO Chief of Statistics

3.3 Countries’ experiences:
   - Grenada - Ms. Sibongile Dickson, Research Officer, Grenada Tourism Authority
   - Antigua and Barbuda - Ms. Marissa Scott, Statistician, Antigua & Barbuda Statistics Division
   - Belize - Mr. Jefte Ochaeta, Statistician, Statistical Institute

11:15 – 11:20 **Break**

11:20 – 12:00  **4. Understanding tourism industries and products**

4.1 Main classifications and data sources - Ms. Leandry Moreno, UNWTO Senior Tourism Statistics Specialist

4.2 Key variables - Mr. Hernán Epstein, UNWTO Chief of Statistics

4.3 Countries’ experiences:
   - Grenada - Ms. Sibongile Dickson, Research Officer, Grenada Tourism Authority
   - Aruba - Ms. Desiree Helder, Deputy Director, Central Bureau of Statistics
5. Measuring employment in the tourism industries

5.1 Main concepts, definitions and data sources - Ms. Leandry Moreno, UNWTO Senior Tourism Statistics Specialist

5.2 Key variables - Mr. Hernán Epstein, UNWTO Chief of Statistics

5.3 Country experience
   - U.S. Virgin Islands - Ms. Bernesha Liburd, Division of Economic Research

6. Questions & Answers

7. Conclusion and key recommendations on the way forward - Mr. Hernán Epstein, UNWTO Chief of Statistics