MEASURING DIFFERENT FORMS OF TOURISM

PERSPECTIVE FROM TOBAGO
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BACKGROUND
BACKGROUND

• The Republic of Trinidad and Tobago is a twin island state

• Tobago is politically linked to Trinidad and is the smaller of the two islands with an area of 300 square km (116 square miles)

• Population size
  • 65,000 – Tobago
  • 1.3 million - Trinidad

• Tourism is the main driver of Tobago’s economy

• Current brand is Tobago Beyond Ordinary

• Tourism product is centred around four main pillars
  • Romance & Weddings
  • Sea & Beaches (Dive)
  • People, Culture and Heritage
  • Eco Tourism (Birding)
MEASUREMENT OF DOMESTIC TOURISM
DOMESTIC TOURISM

- Domestic tourism to Tobago is widely regarded as the movement of Trinidadians to Tobago for any particular reason.

- Trinidad & Tobago enjoy a strong domestic tourism product due to their close proximity and inter-island transport
  - Air – 20mins
  - Sea – 2.5hrs

- Tobago enjoys approximately 250,000 passenger arrivals by ferry

- Air – 500,000 passenger arrivals
DOMESTIC TOURISM

MEASUREMENT

- Domestic tourism is usually harder to track than international tourism

- In Trinidad & Tobago, this is no different despite the means of transportation available to move people between the two islands

- The difficulty appears because no reporting mechanisms are currently in place to measure domestic tourism on the air or sea bridge

- Only form of measurement available are surveys which only provides an estimate
MEASUREMENT OF INBOUND TOURISM
INBOUND TOURISM

- There are 2 international airports in Trinidad and Tobago
  - ANR Robinson International Airport – Tobago
  - Piarco International Airport – Trinidad

- Arrivals are recorded by first point of entry

- All international flights, except direct flights chartered to Tobago lands in Trinidad

- Average stayover arrivals
  - Trinidad – 350,000
  - Tobago – 20,000
The twin island nature of Trinidad and Tobago offers an interesting take to the measurement of inbound tourism.

The islands as a collective offers no major issues in measuring arrivals.

However, when the performance of each island is attempted to be measured, on a separate basis, this in itself presents a challenge and major disadvantage to Tobago.

**ISSUES**
1. Most international flights land in Trinidad and understates Tobago’s arrival statistics.
2. With no reporting mechanism on the domestic air & sea bridge, international passengers visiting Tobago are missed.
3. Immigration Department records arrivals by nationality.
4. Diaspora are sometimes recorded as returning residents.
EXIT SURVEYS
EXIT SURVEYS

• Conducted Annually

• Methodology – Convenience Sampling

• Surveys represent approximately 15% of departed visitors

• Surveys mainly covers:
  • Visitor’s Motivation for Travel – Tropical climate (35%), Recommendation (20%)
  • How they plan their trip – over 3 months (63%), Internet (51%)
  • Product Satisfaction – Generally satisfied but there are areas for improvement
  • Expenditure – Offers a challenge because some visitors prefer not to answer or they cannot remember
SOLUTIONS
SOLUTIONS

DOMESTIC
A reporting mechanism should be developed for the air and sea bridge to effectively measure domestic tourism. E.g.
- Colour Tagging
- Mandatory Data Collection at Ticket Purchase

INBOUND
- Institute a Transfer Desk in Trinidad to record visitors whose destination is Tobago
- Immigration Department should record visitors by Country of Residence instead of Nationality (marketing, under counting with Diaspora)
- Kiosks

EXIT SURVEY
- Change in Immigration Card to incorporate mandatory departure questions
- Tourism Satellite Account
#101ReasonsToBago
Thank You