National Domestic Tourism Survey

Statistician
Economic Statistics Unit
Background: The Issue

Tourism

Physical Flows (No of tourists, etc.)

Demand Variables (BOP Travel Credits, etc.)

Supply Variables (output of accommodation, etc.)
Background: The Solution-TSA

The Tourism Satellite Account:

• Tourism, unlike ‘conventional’ industries, such as agriculture or manufacturing, that are classified according to the goods and services they produce, is defined by the characteristics of the customer demanding tourism products. Tourism products can cut across standard industry definitions, and therefore require a different approach.

• A tourism satellite account integrates data about the supply and demand of tourism-related goods and services into a single format.

• It summarizes the contribution tourism makes to production and employment, consistent and integrated with Belize’s official national accounts.

• Ensures that the importance of the tourism sector is measured and understood in the context of the Belizean economy as a whole.

• A Belize’s tourism satellite account (TSA) would measures expenditure in Belize by both resident and non-resident tourists, and thus gives a picture of the overall size of the tourism industry, including its contribution to gross domestic product (GDP) and employment.
Background: The Solution - TSA

Total Tourism Expenditure

- Internal
  - Inbound Tourism
  - Domestic Tourism
- National
  - Outbound Tourism
Background: Belize Situation towards a TSA

Total Tourism Expenditure

- Inbound Tourism
- Domestic Tourism
- Outbound Tourism

Internal

National
Background: Belize Situation towards a TSA
The 2019 National Domestic Tourism Survey (NDTS) is a national household survey conducted by the Statistical Institute of Belize (SIB) on behalf of the Ministry of Tourism and Civil Aviation (MTCA).

The survey was designed to capture the national tourism indicators.

The NDTS was conducted for the entire year of 2019. Additionally, to identify and smooth seasonality, the survey is done in quarterly periods.

The total sample size was of 3050 randomly selected households across the country. (763 per quarter)
The Questionnaire:

- Household Module:
  - Listing of Members and demographic characteristics
  - Used to identify eligible members to assess the Individual Module

- Individual Module (18+ individual):
  - Filter of traveler persons
  - Travel Modules (Domestic Day & Overnight, International Day & Overnight)
  - Employment and Income
Survey Results:

- Response Rates:

<table>
<thead>
<tr>
<th>District</th>
<th>Household</th>
<th>Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corozal</td>
<td>97.5</td>
<td>95.1</td>
</tr>
<tr>
<td>Orange</td>
<td>96.3</td>
<td>91.1</td>
</tr>
<tr>
<td>Belize</td>
<td>89.5</td>
<td>82</td>
</tr>
<tr>
<td>Cayo</td>
<td>88.5</td>
<td>90.2</td>
</tr>
<tr>
<td>Stann Creek</td>
<td>94.8</td>
<td>98.6</td>
</tr>
<tr>
<td>Toledo</td>
<td>98.2</td>
<td>96.7</td>
</tr>
<tr>
<td>Country</td>
<td>94.1</td>
<td>92.3</td>
</tr>
</tbody>
</table>
Closing the Gap - National Domestic Tourism Survey

Survey Results:

- Limitations:
  - Target population 18+, So a portion of the working age population (14+) could have been missed.
  - Individual non-response, If these people are systematically different from the people who are interviewed, this represents a potential source of bias in the data.
  - Harmonizing of the individual quarterly datasets: e.g Income question was not incorporated from the start of the survey (quarter 1).
  - Insufficient cases for some variables, thus not allowing for disaggregation at District level only National.
Survey Results:

Distribution of trips taken by trip type; Belize, 2019

- Domestic day: 79.346
- Domestic overnight: 54.686
- International day: 38.321
- International overnight: 22.369
## Survey Results:

Mean expenditure by trip type; Belize, 2019

<table>
<thead>
<tr>
<th>Trip Type</th>
<th>Mean Expenditure (BZ$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic day</td>
<td>147.3</td>
</tr>
<tr>
<td>Domestic overnight</td>
<td>293.2</td>
</tr>
<tr>
<td>International day</td>
<td>204.8</td>
</tr>
<tr>
<td>International overnight</td>
<td>868.0</td>
</tr>
</tbody>
</table>
## Survey Results:

<table>
<thead>
<tr>
<th>Trip Type</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic day</td>
<td>11.7</td>
</tr>
<tr>
<td>Domestic overnight</td>
<td>16.0</td>
</tr>
<tr>
<td>International day</td>
<td>7.8</td>
</tr>
<tr>
<td>International overnight</td>
<td>19.4</td>
</tr>
</tbody>
</table>
Comparisson of the Results from the Domestic Tourism Survey 2019 to the Results of the Household Budget Survey 2019

- DTS: Domestic Expenditure, Outbound Expenditure
- HBS: 23,3

27,7
27,3
7,8
23,3
Keep in touch

http://www.facebook.com/belizestatistics/

Sign up to receive emails of our releases

http://www.sib.org.bz/contact-us

For more information, visit our website

http://www.sib.org.bz