Measuring the Tourism Industries of Aruba

Department of Tourism Statistics
Data sources for measuring the tourism industry

- Administrative data
- Surveys
Data Sources

Administrative data

- Embarkation and disembarkation card data
- Cruise-ships list from the Aruba Ports Authority
- Immigration Passport Database
- Hotel register
- Business register
- Supply and Use Table
Surveys

- Tourism Expenditure Survey
- Cruise Survey
- Tourism Outbound Survey
Tourism Expenditure Survey

- Expenditure survey is conducted on a monthly basis in Aruba since 1996
- The Tourism Expenditure Survey provides information regarding socio-economic characteristics, visitors expenditure and level of satisfaction of the visitors
- This survey takes place the third Saturday of every month, for a period of one week
- This is a face-to-face survey which captures information from departing visitors and takes place in the Departure Hall of the airport
- Three interviewers are responsible for the collection of 500 questionnaires every month
Cruise Survey

• The Cruise Survey is conducted on a monthly basis in Aruba since October 2018
• The Cruise Survey provides information regarding expenditure of same day visitors
• This survey takes place between the first three weeks of every month
• This is a face-to-face survey which captures information of departing cruise visitors and takes place in the Cruise Terminal
• Three interviewers are responsible for the collection of an average of 150 questionnaires every month depending on the seasonality factor
Tourism

Outbound Survey

- The Outbound Survey is conducted on a monthly basis in Aruba since October 2018
- The Outbound Survey collects information on the expenditures of Aruban Residents returning from their trip
- This survey takes place the second Saturday of every month, for a period of one week.
- This is a face-to-face survey which captures information of arriving residents and takes place in the Arrival Hall of the airport
- Three interviewers are responsible for the collection of 350 questionnaires every month
Final Remarks

- The Improvement of the System of Tourism Statistics:
  - Revised time series of the Tourism Statistics
  - Tourism Satellite Account

- Overcoming Current Covid-19 Challenges
  - Continuation of Tourism Surveys
Thank you

Jose Hernandez
Head of Tourism Statistics
j hernandez@cbs.aw