



Improving Tourism Data for Sustained Growth

Presentation to All-Island Tourism Statistics Liaison Group
June 2017

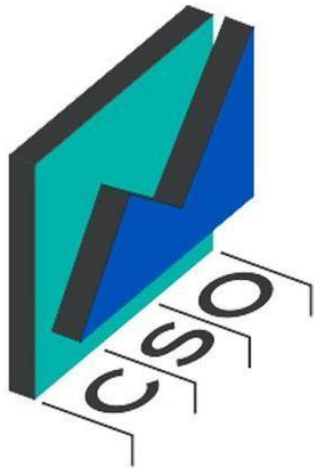
Improving Tourism Data for Sustained Growth

- Recent ITIC Report published March 2017
- Review of tourism data with recommendations
 - Audit of current data collection
 - 23 stakeholder interviews
 - Compared to best practice in Britain and New Zealand
 - Series of proposals

Importance of statistics to tourism industry

- Performance measurement; 'how are we doing?'
- Advocacy; lobbying to ensure that policy and strategic decisions are well informed
- Strategic and tactical; by state agencies and businesses to ensure the most effective and efficient allocation of finite investment and marketing resources

Overview of current sources



Fáilte Ireland



Northern Ireland
Statistics and Research Agency

Gníomhaireacht Thuaisceart Éireann
um Staitisticí agus Taighde



Tourism Ireland

Marketing the island of Ireland

Overall Findings

- Rich body of tourism data
 - Valued by industry
 - Compares well internationally
- Robust methodology
 - Sample sizes generous
 - Welcome time series
- Sizeable investment by state
 - Although difficult to quantify
- However timeliness, presentation and interpretation could be improved

Recommendations

- Continue to embrace technology
- Use alternate sources to improve visitor spend analysis
- CSO value & profile data
 - Aim for monthly releases
- Overseas Holidaymakers Attitudes Survey
 - Increase sample size + show trend data
 - Monthly releases at time of collection
- Regional / County estimates (Survey of Travellers)
 - Aim for Q1 release
 - Compute 12 month data based on Q3 rather than Q4
- One single dynamic online source for all tourism data
- Multiple agencies at play; ensure efficiencies
- Improve forecasting models for better accuracy
- Establish a Research Forum to include commercial data collectors