

**UNSD / UNWTO / CARICOM Workshop on Travel and
International Tourism Consumption**

**SOURCES TO MEASURE
SUPPLY OF
ACCOMMODATION
SERVICES**

Roseau, Dominica, May 14 – 17, 2013



SAINT LUCIA

CONTENT

- Overview of Saint Lucia's accommodation product
- Tourism Agencies & Relationships
- Data collected by the Ministry of Tourism
- Sources – Primary & Secondary
- Issues Affecting Data Supply
- How to Fine-Tune the Data

SAINT LUCIA'S ACCOMMODATION OFFERING

- Mixture of All Inclusive, European Plan, Villas, Apartments, Guesthouses
- Dominated by regional and international brands :
 - 3 Sandals Resorts offering 798 rooms (expanding)
 - 1 Elite Island Resorts offering 345 rooms
 - 1 Viceroy Resorts offering 78 rooms (expanding)
 - 2 Rex Resorts offering 216 rooms



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SAINT LUCIA'S ACCOMMODATION OFFERING (Cont'd)

Type	# Properties	# Rooms
All Inclusive	9	2,042
Conventional	20	1,616
Small	18	414
Villas	42	973
Guesthouses	36	324
Apartments	18	159
TOTAL		5,528

SAINT LUCIA'S ACCOMMODATION OFFERING (Cont'd)

Type	Occupancy 2012	Occupancy 2011
All Inclusive	74%	63%
Conventional	59%	55%
Small	54%	54%
Average	62%	57%

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TOURISM RELATIONSHIPS



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WHAT DATA DO WE COLLECT?

- Occupancy
- Average Daily Rate
- Bed nights available & bed nights sold
- Employment data
- Utility consumption / expenditure
- Payments to Treasury
- Revenue information on niche services

PRIMARY SOURCES

- Ideally the primary source of data is an economic survey of hotels.
 - Difficult (but not impossible) to obtain.
 - Low response rate.
 - These can be verified by audits, statistical measures or by using other sources.

- E/D Cards are processed by the SLTB, and provide useful data on arrivals and bednights.

PRIMARY SOURCES (Cont'd)

- Exit Surveys provide information on number of tourists at hotels.

- Inland Revenue Department houses a wealth of information on operations of hotels.

- Unlike the Ministry of Tourism, the IRD has the legal authority to inspect / audit the accounts of hotels.

- Confidentiality of data collected by IRD.

- Suspicion that operators fabricate figures.

- Hotels with Income Tax waivers need not file returns.



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SECONDARY SOURCES (Cont'd)

- SLHTA has a pulse on its members' operations.
 - Do they have it?
 - Are they prepared to share this?
- Other Government Ministries / committees that approve / register services for hotels.

ISSUES AFFECTING DATA SUPPLY

- Does the data exist? Yes, but ...
- Where to get the data?
- Reliability / Consistency
- Validity
- Coverage (geographical, temporal, size)
- Timeliness
- Availability
- Comparability
- Confidentiality
- Cost

HOW TO FINE-TUNE THE DATA

- Inconsistencies in the figures will arise.
- How do you handle them?
- How does one decide which source to use?
 - There is no one perfect source
 - The source that you choose will depend on what type of data you need to collect, for example, economic data should ideally come from hotels
- Sampling technique should recognise unique characteristics of different types of hotels

HOW TO FINE-TUNE DATA?

- There is no one perfect source. Use multiple sources (where available) for cross-checks.
- MoU amongst Government agencies.
 - An informal data sharing mechanism may work, but this brings the issue of continuity.
- Network with regional and international tourism organisations
- Update available data on regular basis
- Build relationship with operators

Thank You



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