



Travel and Tourism Data Compilation

Bermuda 's Experience

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GOVERNMENT OF BERMUDA
The Cabinet Office
Department of Statistics

Tourism Satellite Account (TSA)

The Tourism Satellite Account provides a system of measurement for the tourism economy in a way that provides measurements consistent with the national accounts of Bermuda. The results are organized into ten distinct tables as defined by the *UNWTO 2008 Recommended Methodological Framework*.

Tourism Satellite Account (TSA)

- The TSA was conceived by the UN World Tourism Organization and has since been ratified by the UN, Eurostat, and OECD.
- The TSA is Produced in alignment with the United Nations *Tourism Satellite Account: Recommended Methodological Framework 2008* .
- The TSA deals with the challenge of measuring tourism in two important ways:
 1. Defines the tourism economy
 2. Provides methodology for calculating tourism GDP in a way that is consistent with national accounts

Tourism Satellite Account Benefits

- Enables comparisons of the importance of tourism to other sectors of the economy in terms of GDP, employment, and income
- Allows for benchmarking of Bermuda to other destinations
- Tracks the economic contribution of tourism over time
- Monitors strength by tracking capital investment
- Allows for extension analysis for taxes, scenarios, full impact

Tourism Satellite Account Scope

- Travel & Tourism Industry

- Travel & Tourism Economy



Data Sources



Tourism Satellite Account Tables

Table 1

- Inbound Tourism Consumption

Table 2

- Domestic Tourism Expenditure

Table 3

- Outbound Tourism Consumption

Table 4

- Internal Tourism Consumption

Table 5

- Production Account of Tourism and Other Industries

Tourism Satellite Account Tables

Table 6

- Total Domestic Supply and Internal Tourism Consumption

Table 7

- Employment in Tourism Industries

Table 8

- Tourism Gross Fixed Capital Formation of Tourism Industries and Other Industries

Table 9

- Tourism Collective Consumption

Table 10

- Non-monetary Indicators

Table 1 – Inbound Tourism Consumption

Data Sources

- Exit Surveys
- Balance of Payments
- Economic Activity Survey

Outputs – Inbound Tourism Consumption

- Accommodation Services for visitors
- Food and Beverage Serving Services
- Passenger Transport Services
- Travel Agency, Tour Operator and Tour Guide Services
- Cultural Services
- Recreation and Other Entertainment Services
- Miscellaneous Tourism Services
- Retail Trade (Tourism Characteristic Goods)

Table 2 – Domestic Tourism Expenditure

Data Sources

- Resident Trips Abroad
- Household Expenditure Survey

Outputs- Domestic Tourism Expenditure

- Passenger Transport Services
- Travel Agency and Tour Guide Services

Table 3 – Outbound Tourism Consumption

Data Sources

- Resident Trip Abroad
- Household Expenditure Survey

Outputs – Outbound Tourism Consumption

- Accommodation Services for visitors
- Food and Beverage Serving Services
- Passenger Transport Services
- Travel Agency, Tour Operator and Tour Guide Services
- Cultural Services
- Recreation and Other Entertainment Services
- Miscellaneous Tourism Services
- Retail Trade (Tourism Characteristic Goods)

Table 4 – Internal Tourism Consumption

Data Sources

- Inbound Tourism
- Domestic Tourism
- Second Home Ownership

Outputs- Internal Tourism Consumption

- Accommodation Services for visitors (**Vacation Homes**)
- Food and Beverage Serving Services
- Passenger Transport Services
- Travel Agency, Tour Operator and Tour Guide Services
- Cultural Services
- Recreation and Other Entertainment Services
- Miscellaneous Tourism Services
- Retail Trade (Tourism Characteristic Goods)

Table 5 - Production Accounts of Tourism Industries and Other Industries

Data Sources

- Hotel Gross Receipts Survey
- Economic Activity Survey

Outputs – Production accounts (Total Sales)

- Accommodation Services for visitors
- Food and Beverage Serving Services
- Passenger Transport Services
- Travel Agency, Tour Operator and Tour Guide Services
- Cultural Services
- Recreation and Other Entertainment Services
- Miscellaneous Tourism Services
- Retail Trade (Tourism Characteristic Goods)

Table 6 - Domestic Supply and Internal tourism Consumption

Data Sources

- Economic Activity Survey

Outputs- Tourism Industries' GDP

- Hotels and Similar
- Second Home Ownership
- Restaurants and Similar
- Transportation (6 components)
- Travel Agencies and Similar
- Sports, Culture and Other Recreation
- Retail Trade (Tourism Characteristic Goods)

Table 7 – Employment in Tourism Industries

Data Sources

- Employment Survey

Outputs – Employment in Tourism Industries

- Hotels and Similar
- Second Home Ownership
- Restaurants and Similar
- Transportation (6 components)
- Travel Agencies and Similar
- Sports, Culture and Other Recreation
- Retail Trade (Tourism Characteristic Goods)
- Government

Table 8 - Tourism Gross Fixed Capital Formation

Data Sources

- Economic Activity Survey

Outputs- Tourism Gross Fixed Capital Formation

- Tourism Accommodations
- Other Buildings and Structures
- Machinery and Equipment
- Improvements of Land Used For Tourism Purposes

Table 9 – Tourism Collective Consumption

Data Sources

- Government Expenditure

Outputs- Tourism Collective Consumption

- Tourism promotion
- Compensation
- Travel
- Training
- Research
- Other

Table 10 – Non-monetary Indicators

Data Sources

- Department of Tourism

Outputs – Non-monetary Indicators

- Number of trips and overnights by forms of tourism and classes of visitors
- Inbound Tourism: number of arrivals and overnights by modes of transport
- Number of establishments and capacity by types of accommodation

Tourism Satellite Account Report



GOVERNMENT OF BERMUDA
The Cabinet Office
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Tourism Satellite Account (TSA) Report

FOR THE YEAR ENDED 2011

SUMMARY OF TOURISM'S CONTRIBUTION

The Tourism Satellite Account defines the tourism industry and measures its contribution to GDP and employment in a way that is consistent with national accounts. Total tourism-related value added increased to \$681 million in 2011 (see bar chart below), up from \$657 million in 2010. The total value added comprised \$317 million in direct tourism output that is, output sold directly to visitors like accommodation and passenger air travel; and, \$364 million in indirect tourism output (see Box I). The 2.1 ratio of total output (\$681m) to direct output (\$317m) in 2011 meant that for every dollar of direct tourism output generated, another \$1.10 of indirect tourism output was produced.

The tourism-related employment level grew by 564 workers to 6,158 jobs in 2011. This total included 4,199 jobs directly related to tourism and 1,959 jobs from indirect tourism. Direct tourism employment comprises jobs that produce direct tourism output such as hotel and restaurant staff. Indirect tourism employment includes jobs that generate indirect tourism output such as employees of businesses that provide food supplies to hotels and restaurants. For every 10 direct tourism jobs generated in 2011 an additional 4.7 jobs were indirectly created.

2011 HIGHLIGHTS:

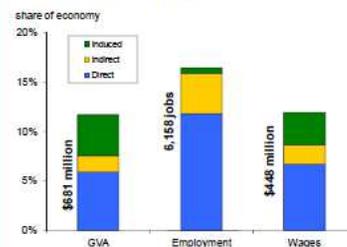
- Tourism directly contributed \$317 million, or 5.7 per cent, to Bermuda's GDP.
- Employment directly related to tourism increased 15 per cent.
- Visitors spent \$452 million in Bermuda.
- Bermuda residents spent \$413 million on foreign travel.
- Government spent \$30 million to provide tourism services.
- Tourism contributed \$220 million (or 24%) to the 2011 Current Account Revenue.

BOX I

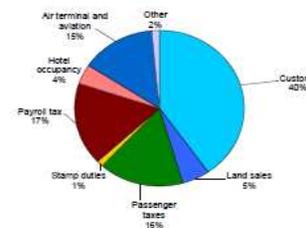
Direct tourism output comprises all domestically produced goods and services purchased by travellers (for example, accommodation and air transportation).

Indirect tourism output comprises all output required to support the production of direct tourism output (for example, toiletries for hotel guest and local entertainment for hotels).

2011 Total Tourism Impact



2011 Tourism Contribution to Government Revenue



Questions

