

IMPROVEMENT OF TOURISM STATISTICS

Location: St. Vincent and the Grenadines

Client: Ministry of Tourism/ Caribbean Development Bank

Services: Survey Design/ Tourism Satellite Account



Assessment and appropriate recommendations to improve tourism statistics in St. Vincent and the Grenadines

Project Objectives:

- The tourism industry in St. Vincent and the Grenadines (SVG) had experienced significant growth since 1995. Indeed in 1994, tourism overtook bananas as the single most important foreign exchange earner in the economy.
- The main objective of this study was to assess the current system of tourism statistics, and to make recommendations on how these could be improved, in particular with the development of a tourism satellite account in mind as a medium-term goal.

Our Recommendations:

- The Entry/Departure card used by the immigration authorities in SVG was not entirely suitable for the measurement of tourist arrivals. Many changes were recommended, including a new classification of the purpose of visit used, as well as improved length of stay data.
- Cruise arrivals on the islands were significant, as were arrivals by private yacht. However, only scant data was being collected by the authorities on these arrivals, meaning that little was known about them. We recommended significant improvements relating to the collection of visitor arrivals by sea.
- The collection of accommodation utilisation statistics was virtually non-existent, and therefore a new survey for the collection of these was proposed. Also, the monthly visitor surveys used for the collection of tourist expenditure data were found to be inconsistent with other surveys being carried out, and a new survey form and data collection methodology was proposed.