

**Tourism Satellite Accounts (TSAs)  
Republic of Ireland  
2000  
Preliminary Results**

**Jim Deegan\***  
**Martin Kenneally\*\***  
**Richard Moloney\*\***  
**Donagh O'Sullivan\*\***  
**Stephen Wanhill\***

**\* NATIONAL CENTRE FOR TOURISM POLICY STUDIES, UNIVERSITY  
OF LIMERICK AND THE CENTRE FOR POLICY STUDIES**

**\*\* NATIONAL UNIVERSITY OF IRELAND, CORK.**

# Aims & Objectives

- Identify information needed to complete a TSA;
- Compile TSA tables for Republic of Ireland;
- Outline some preliminary findings

# Concepts

- Tourists
  - Inbound
  - Domestic
  - Outbound
- Characteristic Activities
- Associated Industries

# Same-Day Estimates Methodology

## ● Same-Day Numbers (76.7m) : Methodology

- Assume Same-Day Penetration Rate of 20
- Assume Ratio Same-Day/Tourist Trips of 14
- Both give 76.7m Same-Day Trips

## ● Same-Day Numbers (76.7m) : Methodology

- Domestic Stay Per Diem Spend = €34.13 (HTS)
- Reduce by 1/3 for Accommodation = €23.21
- Both give 76.7m Same-Day Trips

● Day Spend = €23.21 \* 76.7m = €1.78bn

● Day Spend Estimate is Clearly Conservative.

# TSA Table 1

- Table 1 Inbound
- Inbound – 6.855m
- Nights – 47.107m
- Total Spend €3.637b
  - Same day – €99.18m
  - Overnight – €3.537b

# TSA Table 2

- Table 2 – Domestic
- Same Day trips – 77m
- Stay Visits – 5.5m
- Nights – 21m
- Total €3.1bn
  - Same day – €1.8b
  - Overnight – €0.7b
  - Outbound – €0.7b

# TSA Table 3

- Table 3 Outbound
- Outbound Trips – 5.35 m
- Nights – 36.28 m
- €2.6 b
  - Same day €41.0 m
  - Overnight €2.6 b

# TSA Table 4

- Table 4 - Consolidation of TSA 1 and 2
- Inbound – 6.855 m
- Domestic Stay – 5.5 m
- Same Day – 77 m
- Nights – 68.107 m
- Total – €6.8 b
  - Inbound – €3.6 b
  - Domestic – €3.1 b
  - Second homes – €25.0 m

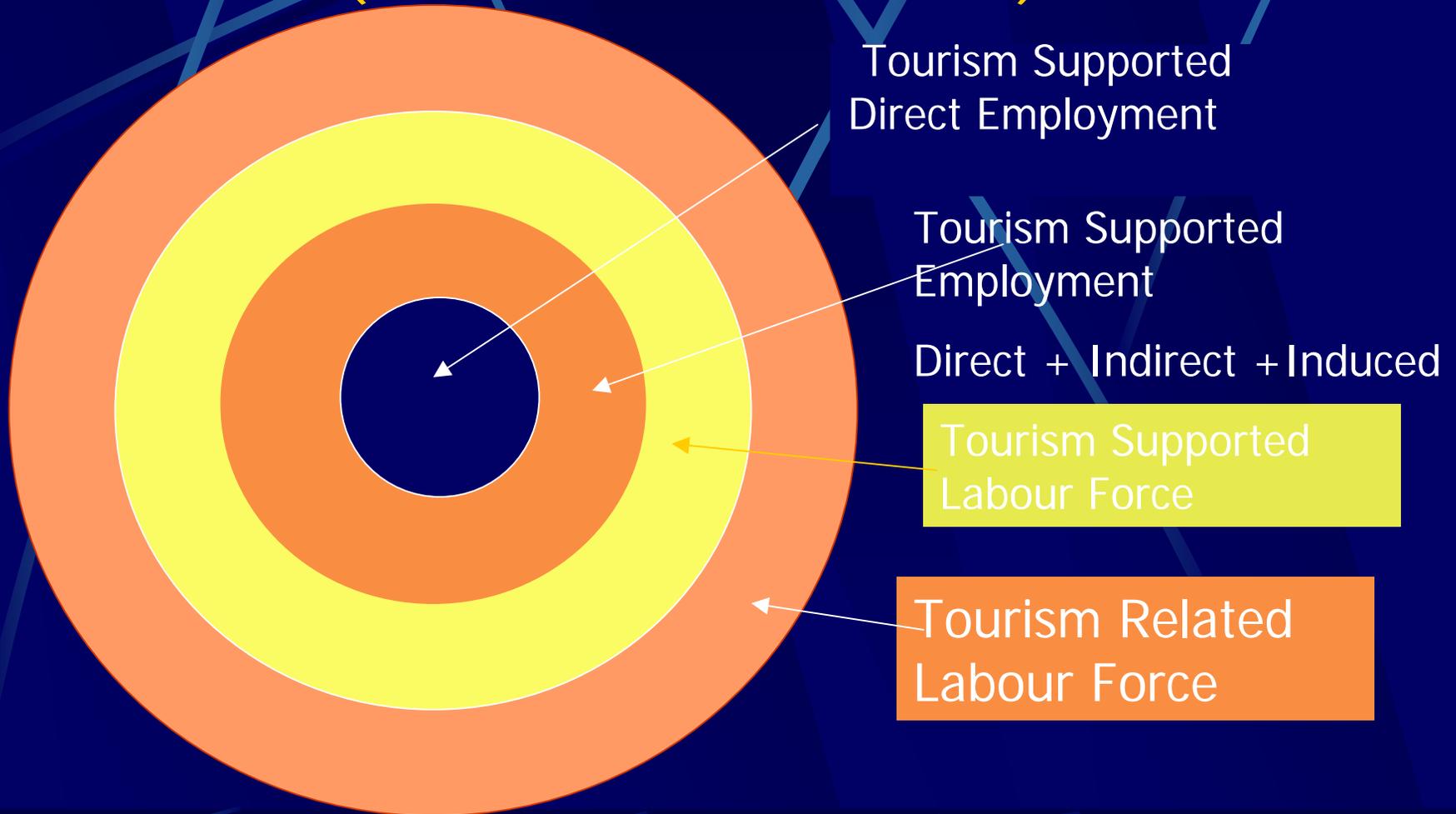
# TSA Table 5

- Table 5 – TSA Product Accounts Outbound
- Table is fully consistent with NIE accounts for 1998 (CSO, 2002)
- Final Demand – €189.4 b
- Imports €86.5 b
- GDP – €102.9 b
- Intermediate demand – €102.3 b

# TSA Table 6

- Table 6 – Domestic Supply & Internal Consumption
- % Tourist expenditure in
  - Hotels and Catering 50%
  - Air and Water Transport 48%
  - Recreational and tourist services 27%
- 2.3% of total expenditure is directly related to tourist activities
- 2.9% of GVA at mp is tourist related
- 7.5% of GVA at mp in tourist related sectors

# Tourism Related & Tourism Supported Labour Force (Direct & Indirect)



# TSA Table 7

- Table 7 - Employment
- Tourism Related Labour Force is 86,991 (5.2% of total labour force)
- Tourism Supported Direct Employment (Headcount) – 81,839
- Tourism Supported Employment (FTEs) – 75,014
- Indirect and Induced Employment (Using Henry and Deane, 1997) – 72,013
- Total Employment (FTEs) – 147,027
- Female employment greater than national average
- Tourism is labour intensive

# TSA Tables 9 and 10



- Table 9 – Government Consumption - €88.8m
- Mainly Failte Ireland & some CSO
- Regional figures unavailable
- Table 10 – Non Monetary Indicators

# Recommendations

- Develop and implement a survey instrument to measure “Same Day Visits”.
- The TSA framework should be extended by the development of a tourism policy forecasting model.
- It is recommended that some form of a diary approach be developed to provide supplementary information on expenditure categories. The development of a tourist expenditure diary would also cater for the regional dimension.
- Data on Gross Fixed Capital Formation in tourist related sectors needs to be collected and reported separately in the national accounts.

# Recommendations

- It is recommended that the CSO should undertake a comparative review with a specific focus on expenditure categories, definitions, collection and calculations. It may be very useful to benchmark the estimates against parallel diary estimates.
- In the future the relevant public agencies should collate and supply the necessary information to the body responsible for constructing the TSA.
- A significant review of the process and allocation of resources to the generation of tourism statistics along the lines of the Allnut Review in the UK should be undertaken as a matter of priority.

# Next Steps

- From Description to Analysis & Policy
- Key Indicators: Trip Generation & Duration
- Penetration Rates, Length of Stay & Per Diem Spends
- Trip Distribution: Market Segmentation, Access & Competitiveness Modelling
- Computable General Equilibrium Modelling – Improved Policy Analysis
- Regional Impacts
- Same Day Visitors