Tourism Satellite Accounts (TSAs)  
Republic of Ireland  
2000  
Preliminary Results  
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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.
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inbound</td>
<td>6.855m</td>
</tr>
<tr>
<td>Nights</td>
<td>47.107m</td>
</tr>
<tr>
<td>Total Spend</td>
<td>€3.637b</td>
</tr>
<tr>
<td>Same day</td>
<td>€99.18m</td>
</tr>
<tr>
<td>Overnight</td>
<td>€3.537b</td>
</tr>
</tbody>
</table>
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
Table 3 Outbound
Outbound Trips – 5.35 m
Nights – 36.28 m
€2.6 b
  - Same day €41.0 m
  - Overnight €2.6 b
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
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
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)

Tourism Supported Direct Employment

Tourism Supported Employment

Direct + Indirect +Induced

Tourism Supported Labour Force

Tourism Related Labour Force
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 Allnutt 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