

Tourism Statistics in the System of National Accounts (SNA)

A Foundation for Sustainable Growth

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By

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Outline

- Why Tourism Statistics Matter
- Why integrate tourism into SNA
- What is Tourism Satellite Account (TSA) and its Benefits
- Data Sources and its current status
- Recommendations

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Why Tourism Statistics Matter - *The Power of Data*

- Tourism is a strategic sector for Botswana.
- contributes to economic diversification, job creation, foreign exchange earnings, and rural development.
- Attracts investment and guides resource allocation.
- Tracks visitor trends, behavior, and satisfaction
- Supports marketing and product development.

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Why integrate tourism into SNA-TSA

- Tourism is a cross-cutting sector — its economic impact spans multiple industries (accommodation, transport, food services, etc.)
- Integration allows for a clearer understanding of tourism's contribution to GDP, employment, and investment.
- Enables comparison with other economic sectors and across countries

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Why Tourism Satellite Account (TSA)?

- TSA is the internationally recommended framework for measuring tourism within the SNA.
- Captures both direct and indirect contributions of tourism.
- Helps identify leakages, multiplier effects, and economic linkages
- Hard to isolate using traditional economic statistics.

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Products		Tourism Industries						Other Industries	Output of domestic producers (at basic prices)
	Accommodation (I5500)	Food Services (I5600)	Road Passenger Transport (H4921)	Air Transport* (H5100)	Travel Agencies and Similar (N7900)	Arts, Entertainment and Recreation (R9000)	TOTAL		
SPECIFIC PRODUCTS									
Accommodation (I5500)	6,198.00						6,198.00	0.00	6,198.00
Food Services (I5600)		4,393.00					4,393.00	0.00	4,393.00
Transport and Storage (H)			2,814.15	521.00			3,335.15	5,027.85	8,363.00
Administrative and Support Service Activities (N)**					1,949.00		1,949.00	2,603.00	4,552.00
Arts, Entertainment and Recreation (R)						848.00	848.00	0.00	848.00
NON-SPECIFIC PRODUCTS									
Services								195,072.00	195,072.00
Goods								74,573.00	74,573.00
Total Output (at basic prices)	6,198.00	4,393.00	2,814.15	521.00	1,949.00	848.00	16,723.15	277,275.85	293,999.00
Total Intermediate Consumption (at purchasers prices)	2,398.00	3,031.00	1,395.35	353.00	376.00	467.00	8,020.35	114,938.65	122,959.00

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Data Sources of Tourism Statistics

- **Administrative Records:** Immigration, customs, tourism licensing.
- **Surveys:** Visitor exit surveys, household tourism surveys.
- **Private Sector Data:** Hotels, airlines, travel agencies.
- **Big Data:** Mobile phone tracking, booking platforms, social media.

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Current Status of Tourism data

- Fragmented across institutions and sectors.
- Outdated or irregularly collected.
- Not accessible or user-friendly.
- No buy in by MDA leadership
- Lack of standardization and coordination.
- Limited technical capacity in data analysis.

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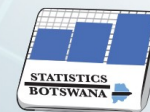
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Recommendations

- Regularly compiling a **Tourism Satellite Account**;
- Improving **coordination** between stakeholders—Statistics Botswana, the Ministry of Tourism, private sector operators, and development partners;
- Enhancing **data collection**—especially on tourist expenditures and tourism-related employment;
- And building **technical capacity** for data analysis and dissemination.

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THANK YOU

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