



# 18<sup>th</sup> European Tourism Forum

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## Session 3

**Data management: a strategic instrument of the digital transformation and sustainability of tourism**

# Making tourism statistics (more) relevant

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## **Some important action points**

- ⇒ From data on tourism flows to data on economic impact**
- ⇒ Getting data faster and more granular**
- ⇒ Promptly respond to a changing environment**

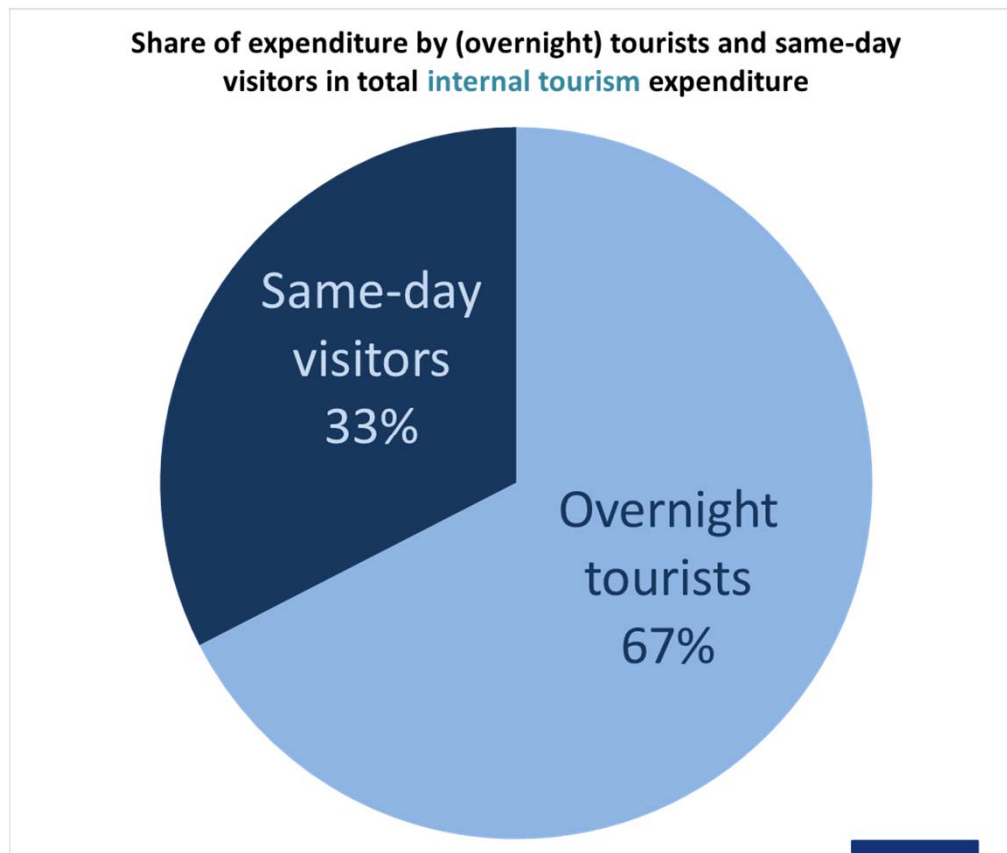
## **Catalyst**

- ⇒ New data sources and methods to exploit the digital footprint of tourists & service providers**



## Investing in tourism satellite accounts

⇒ **Some take-aways from recent TSA data (voluntary basis)**



Don't underestimate the economic weight of same-day excursions!

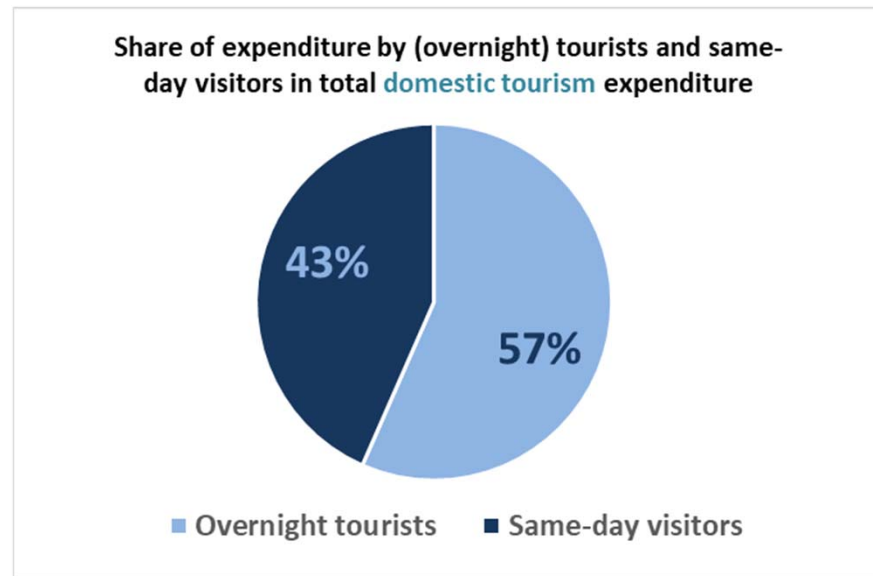
➔ Account for 33% of the EU tourism economy

*Source:*

*Eurostat (provisional data from countries representing roughly 60% of EU tourism)*

## Investing in tourism satellite accounts

⇒ **Some take-aways from recent TSA data (voluntary basis)**



... in particular in domestic tourism

➔ same-day visitors account for 43% of domestic tourism expenditure

*Source: Eurostat (provisional data from countries representing roughly 60% of EU tourism)*



## Addressing changing user needs

- ⇒ **Adapting the legal framework for tourism statistics**
- ⇒ **Commission Delegated Regulation amending the existing legal basis (Regulation 692/2011) published this week**
- ⇒ **Main innovations:**
  - **Better geographical & temporal granularity for accommodation data:**
    - NUTS3 (before: NUTS2)
    - Coastal/non-coastal jointly with degree of urbanisation
    - Data on selected European cities ( $\pm 300$ )
    - NUTS2 data at monthly level (⇒ seasonality)
  - **Faster availability of monthly accommodation data**
  - **Revised questionnaires for tourism demand (e.g. questions on use of platforms for booking accommodation)**



## Addressing changing user needs

- ⇒ **Better measuring arising phenomena**
- ⇒ **Buzzword of the past decade = collaborative economy?**
- ⇒ **Some observations (2012-2017, tourism demand):**
  - **Stays at hotels grew by 3,6% (stable market share)**
  - **Stays at 'other rented accommodation' (this includes apartments) grew by 4,9% and increased their market share (from 30 to 34%)**





## Measuring the collaborative economy

- ⇒ **Service providers were traditionally “hard to find”**
  - Small players, family businesses, non-professionals
  - Not in tourism registers or business registers
  - But in the past relatively unimportant for total figures
  
- ⇒ **The rise of platforms gives more visibility to these players**
  - Easier to enter the market => growing market share
  - But via the platforms they now leave a *digital footprint*, which opens new possibilities to measure
  
- ⇒ **Discussions on scoping and measurement ongoing**
  - Important component: direct talks with major international platforms



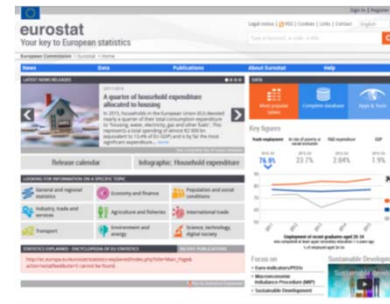
## To stay relevant...

### ⇒ Review user needs

- Possibly abolish some existing statistics, in order to
- Introduce new and more relevant statistics

### ⇒ Review sources

- Consider burden on respondents (level playing field)
- Consider new sources (need your collaboration)
- Consider new methods
  - while maintaining quality



Eurostat data & publications are available free of charge from the Eurostat [website](https://ec.europa.eu/eurostat)

Just released: Eurostat [Regional Yearbook](#) (including a chapter on tourism)



# Thank you for your attention !