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Thematic roundtable #1:

**The use of indicators to influence
maritime and coastal policy measures
to achieve sustainable tourism**

Introduction:

Two (of many) critical aspects of any indicator system for sustainable tourism

1. Comparability over time and across geographical areas

⇒ *Use as much as possible harmonised, official tourism statistics*

2. Sufficient geographical and temporal granularity of the source data

⇒ *Not always the case with the harmonised, official tourism statistics ...*

Harmonised official tourism statistics [now]

Eurostat and the network of national statistical authorities produce data on:

- **Capacity and occupancy of tourist accommodation**
e.g. night spent by country of residence of the guest, by region, by degree of urbanisation, by coastal vs. non-coastal, by month, etc.
- **Trips made by EU residents (household surveys)**
e.g. destination, duration, means of transport, expenditure, etc.

Harmonised official tourism statistics [now]

PROS:

- To a large extent harmonised methodologies, definitions and concepts
 - *Comparable and consistent across European countries/regions*
 - *Repeatable over time (continuity of series)*
- Available for free ; (more or less) ready-to-use



Harmonised official tourism statistics [now]

CONS:

- Trade-off between quality and timeliness
 - *Not necessarily a disadvantage... but at least a nuisance*
- Address a wide variety of user needs but not always sufficiently & adequately addressing the detailed needs of individual users
 - *E.g. to monitor seasonality in tourism, more detailed geographical data and infra-annual data is desirable*

Harmonised official tourism statistics [near future]

IMPROVEMENTS IN THE PIPELINE (1)

- **Adaptation of the existing legal basis for European statistics on tourism [Regulation (EU) 692/2011]**
 - *Process was recently launched ; positive discussion with Member States (statistical offices)*
 - *Aim: Commission Delegated Act to be adopted in 2019*
 - *Implementation as of 2020*
 - *Includes: better timeliness and better geographical granularity of accommodation statistics*

Harmonised official tourism statistics [near future]

BETTER GEOGRAPHICAL (AND TEMPORAL) GRANULARITY OF ACCOMMODATION STATISTICS

1. **Regional data broken down by month** (*now: only annual data*)
 2. **Combined breakdown of 'degree of urbanisation' and 'coastal/non-coastal'** (*now: transmitted separately but not combined, e.g. for rural coastal areas*)
 3. **NUTS3 data** (*now: NUTS2 data*)
 4. **Cities data** (*new ; data for capital cities and the most important cities for each country*)
- ⇒ **Bringing tourism data closer to the level that matters for researchers, policy makers and business decision makers**

Harmonised official tourism statistics [near future]

IMPROVEMENTS IN THE PIPELINE (2)

- Exploring innovative sources and methods for tourism statistics

→ *Big data / smart statistics*

→ *Modernised data collection*

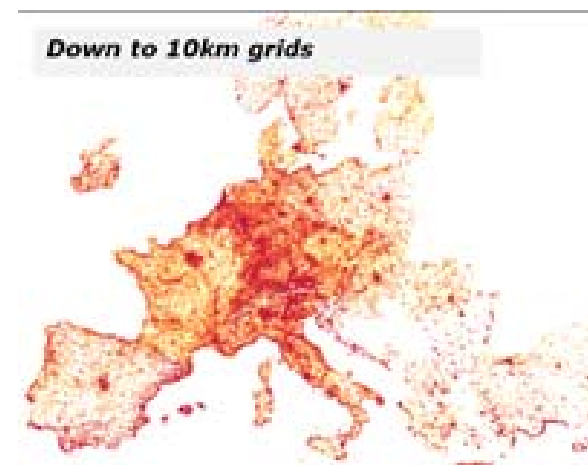
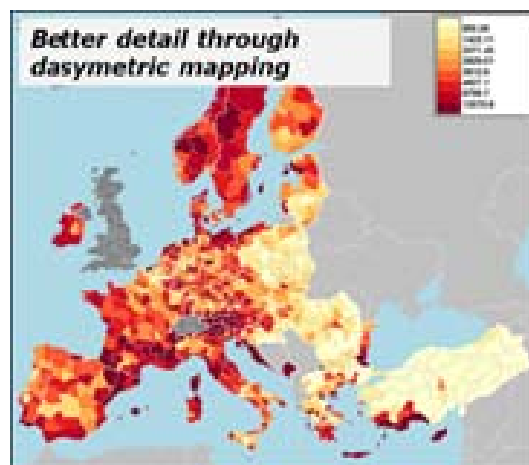
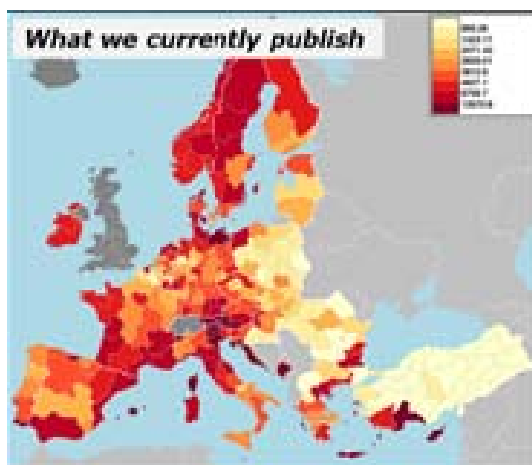


Harmonised official tourism statistics [near future]

"**EXPERIMENTAL STATISTICS** use new data sources and methods in an effort to better respond to our users' needs"

- ⇒ Dissemination of accommodation statistics at NUTS3 (tables) and for 10km grids (maps) ; on the basis of auxiliary (big) data
- ⇒ Available early 2019

experimental



THANK YOU FOR YOU ATTENTION!

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<https://ec.europa.eu/eurostat/web/tourism/overview>