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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]

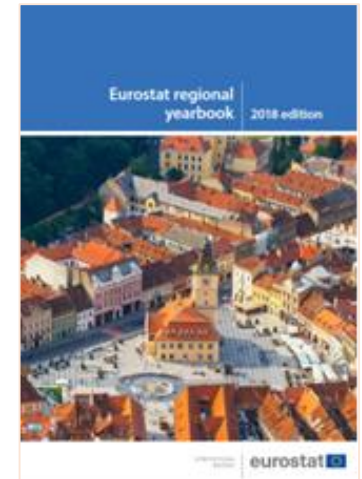
**Eurostat and the network of national statistical authorities produce data on:**

- **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

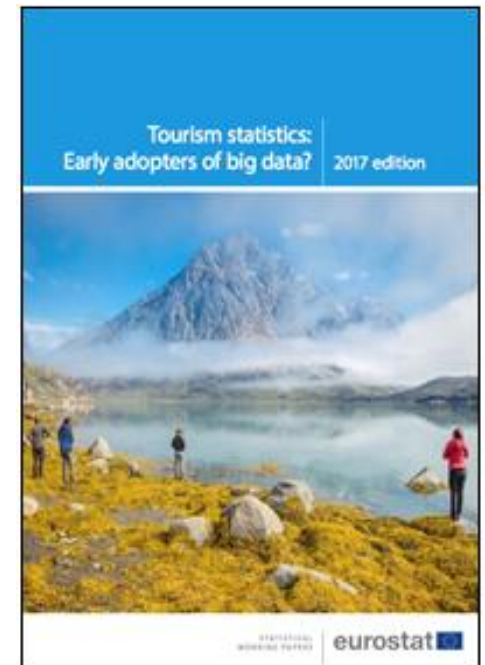
1. **Regional data broken down by month** (*now: only annual data*)
2. **Combined breakdown of 'degree of urbanisation' and 'coastal/non-coastal'** (*now: transmitted separately but not combined, e.g. for rural coastal areas*)
3. **NUTS3 data** (*now: NUTS2 data*)
4. **Cities data** (*new ; data for 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*



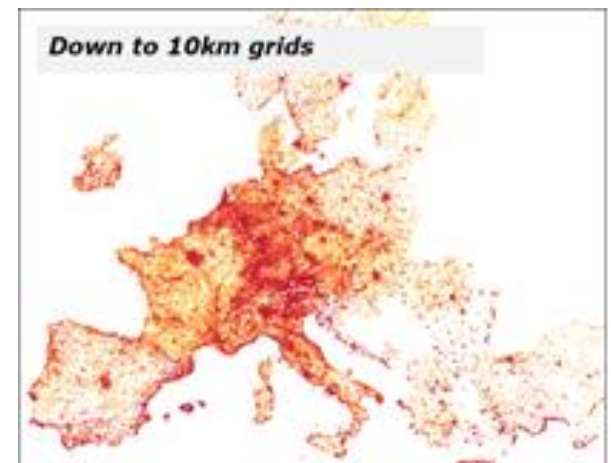
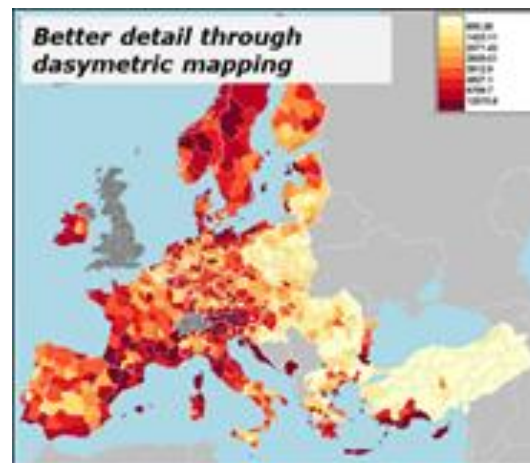


## Harmonised official tourism statistics [near future]

"**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

**exper****imental**



# THANK YOU FOR YOU ATTENTION!

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