Session 3a: Towards a data-driven policy agenda for tourism

Improving official statistics

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Value of data

- Different actors have different perceptions of data value

  - <u>Day-to-day management</u>, such as hotels, restaurants, taxis

  - <u>Seasonal management</u>, such as marketing, attracting new tourists, maintenance of tourist attractions

  - <u>Medium- and long-term management</u>, such as infrastructure investments, environmental- and labour- policies

- Data landscape

  - Data for businesses   => own data, market research (web scraping, …)

  - Data for policymaking   => Official statistics and specific studies

  - Fit for purpose: Quality, reliability, metadata, timeliness, …

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Key issues

- **Towards sustainable and resilient tourism**: Requires polices that are evidence based and informed by relevant data!

- **Measuring the economic, environmental, and social dimensions of tourism** What needs to remain and what needs to change?

- **Official statistics need to**

  - Continue producing high quality information

    - Good metadata and reliability; Medium timeliness

  - Identify gaps

  - Remain cost-effective

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Improving official statistics

- Steps towards the future…

  - Reduce size of existing surveys

  - Seek new reliable data sources: need partners in the tourism sector and beyond

  - Users: Accept change of focus, and breaks/disruption of some time series

  - Statisticians: Develop environmental indicators, and stay focused
    - Local (if common problems that should be addressed nationally/globally)
    - National/global

Thank you