



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
 - Day-to-day management, such as hotels, restaurants, taxis
 - Seasonal management, such as marketing, attracting new tourists, maintenance of tourist attractions
 - Medium- and long-term management, 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, ...

Key issues

- **Towards sustainable and resilient tourism:** Requires policies 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

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



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