

# Main challenges for future tourism statistics

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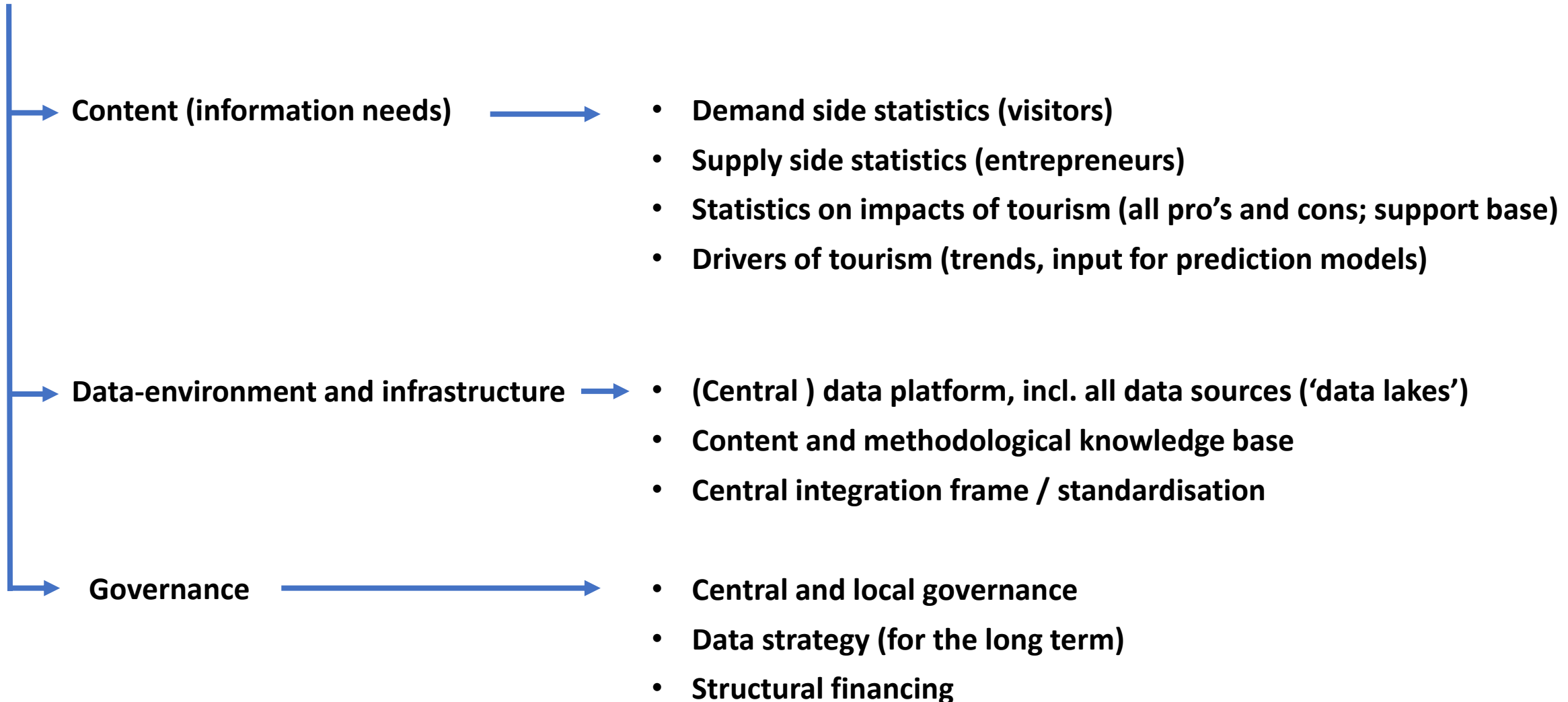
**The growing need for different data by policy makers and data users**

**Policy makers and data users come up with new questions which we cannot answer with our current statistics**

**Where are we moving to?**

# Elements for analysing the statistical situation

## Data-ecosystem of tourism



# Changes in the data needs: last 5-10 years (1)

Past decades: focus on promoting destinations (attracting more and more visitors)

Consequence: focus on demand side statistics (visitors): most current national statistics

Some reasons behind the changes in data needs:

- Tourism has become a **substantial sector** of the economy  
More interest of policy makers (also 'overtourism'), so more need of different data than only demand side data  
Consequence: the need for more and different statistics, e.g. supply side and impacts of tourism
- **Covid-19**  
Consequence: (accelerator) more need of data on supply side data and (economic) impacts of tourism
- **Decentralisation** of tourism policy (in the Netherlands)  
Consequence: strong growth in the need for granular data; data on crowd management  
no (central) governance, no (central) data strategy, problems with funding  
non-coordinated local initiatives

## Changes in data needs: last 5-10 years (2)

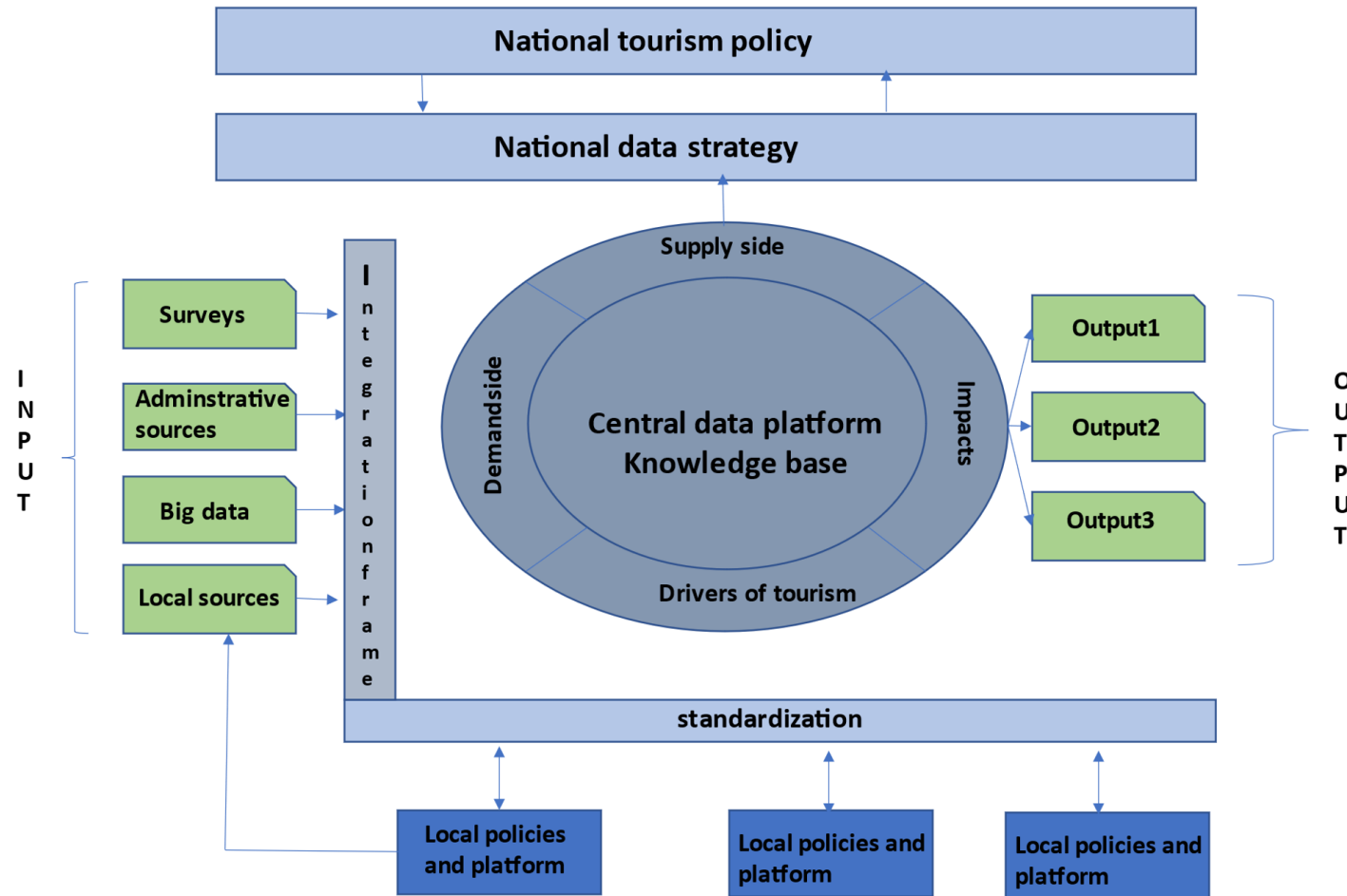
- Changing **perspective** on tourism
  - From promotion to management to stewardship and even beyond
  - Consequence: the need for data on supply and the impacts of tourism (all the impacts: pros and cons; on a local level)
  - Impacts concern: economic (not regional), environment, cultural heritage and above all on the living conditions of inhabitants of destinations (tourism pressure and support base; see donut economy Kate Rayworth)
  - Also the need for predictions, meaning insight in the drivers of tourism. Influencing instruments
  - Also data on the spatial structure in which tourism is functioning
  - Need to redefine what the success of tourism is? And what kind of data we need to measure that?
- Changing **data-environment**: incorporating administrative sources and big data in (existing) statistics and new statistics, including new methodology (high but not fulfilled expectations of data users).
- Improving **current statistics** (not enough)

### Challenge:

**Keep current (improved) statistics on the supply side of tourism running,  
while embarking on the need for new statistics in the areas of supply, impacts and drivers of tourism.  
All in a changing data-environment  
(complex!)**

## Possible (Dutch) solution

- Possible structure



### And:

- Central or decentral governance or a combination
- Need for structural funding
- Need for new knowledge
- Priorities have to be set

# Some priorities and issues for (new) tourism statistics

## Content:

- All statistics must have a regional element
- Demand side: improvement of current statistics (but not enough)(adding statistics on day trippers, flows of visitors, indicators on satisfaction and influencing instruments)
- Supply-side statistics: many data already available at NSI's (low hanging fruit)
- Impacts (balanced tourism): all benefits and costs of tourism: economic (incl employment), environmental, cultural heritage and especially tourism pressure on destinations (versus their carrying capacity: see the donut economy).
- Drivers (management of tourism): predictions and trends; input data for estimation models

## Other:

- Centralised governance of data-ecosystem of tourism (with a national data strategy)
- National data platform (data and knowledge)
- Long term structural funding: co-funding of different layers of government
- Collaboration (not all can be done by NSI's; one of the partners of the central data platform)
- Integration frame and standardisation
- Digitalization and employment (current and future competencies)
- Needs of SME's (or businesses in general) for data