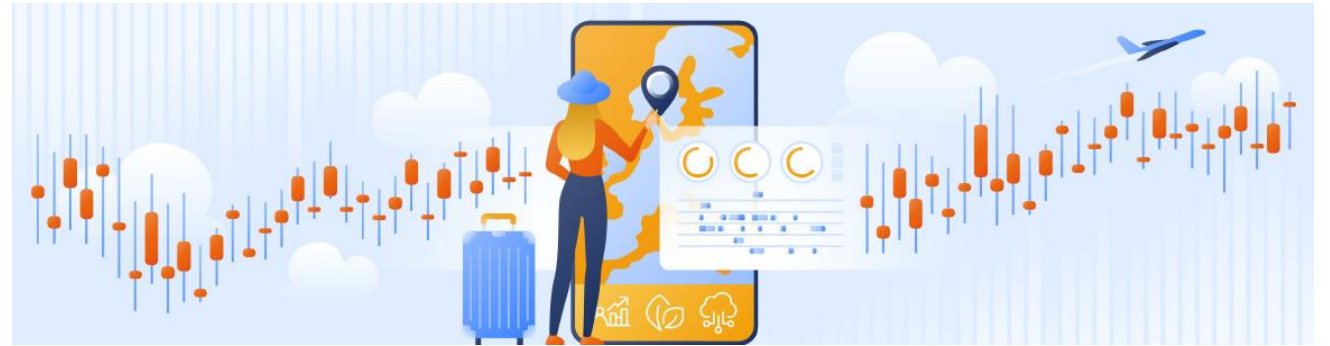# European Commission knowledge tools to support tourism

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Project leader

European Commission, Joint Research Centre

Territorial Development Unit (EC - JRC.B.3)

OECD Global Forum on Tourism Statistics, Knowledge and Policies

Panel on "Data innovations and experiences to take forward from the crisis"

3rd November 2021, Republic of Korea

Introduction

- The Joint Research Centre is the **European Commission's science and knowledge service**. It provides evidence-based policy support in a wide range of areas.

- New research line on tourism issues since 2017, with focus on the detailed mapping of spatial and temporal patterns of tourism demand and supply.

- The COVID-19 pandemic increased the demand for **new tools and further knowledge generation and dissemination**:

  - ✓ <u>Re-open EU website</u> (launched 15 June 2020, still operative)

  - ✓ <u>EU Tourism Dashboard</u> (to be launched by end 2021)

  - ✓ <u>Data collection and studies</u> (on-going and to be launched)

- In collaboration with other EU Commission services (e.g., DG GROW, Eurostat).

Re-open EU

- Provides information to citizens **travel restrictions and other measures in relation to the COVID-19 pandemic**about in all EU Member States + 4 Schengen associated countries.

- Frequently updated, 24 languages (English + machine translation), and available as web app (https://reopen.europa.eu) and mobile app.

Impact:

- ✓ 30M+ unique visits (web app)

- ✓ 2'30'' average visit duration (web app)

- ✓ 2.5M+ mobile app downloads

- ✓ Clear and concrete tool supporting the recovery of tourism

CNBC
EUROPE NEWS
Planning a European vacation? This EU website tells you where you can (and can't) go
PUBLISHED MON, JUN 15 2020·10:35 AM EDT
UPDATED MON, JUN 15 2020·1:02 PM EDT
Silvia Amaro
@SILVIA_AMARO

franceinfo:
Où partir en vacan... l'Union européenne lance un site pour... touristes à s'y retrouver
L'outil Re-open EU, mis à jour régulièrement et disponible en 24 langues, permet de connaître les conditions de voyage et de séjour dans les 27 pays de l'UE.

news ORF.at
„Re-open EU": Kommission startet Plattform für Reiseinfo
15. Juni 2020, 12.53 Uhr
Teilen

European Commission

European Union

English EN ≡

Italy ⌄

TRAVEL

Last update: 28-10-2021

What are the rules to enter this country from an EU Member State or Schengen Associated country?

All travellers entering Italy from any foreign location are required to fill out the EU Digital Passenger Locator Form.

Children under 6 years old are exempt from pre-departure testing requirements. They are also exempt from self-isolation if the parent travelling with them holds an 'EU Digital COVID Certificate' (EUDCC) with proof of full vaccination or recovery.

Children aged 6 or over must present a pre-departure test. They are exempt from self-isolation if the parent travelling with them holds an EUDCC with proof of full vaccination or recovery.

Note: different conditions apply for travellers who have stayed in or transited one of the countries on **List E** in the **14 days before entering Italy**.

These rules are **valid until 15 December 2021**.

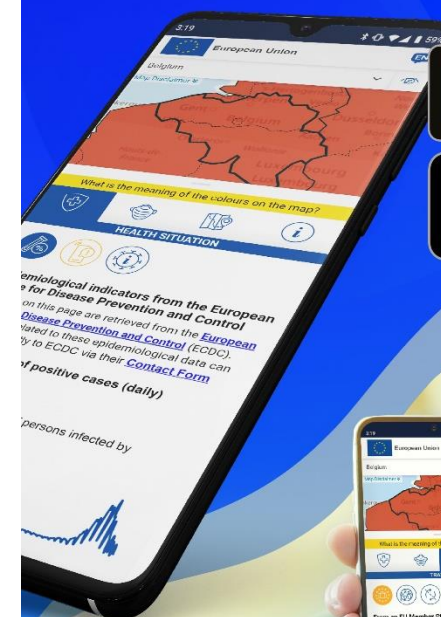**Entering this country with the EU Digital COVID certificate**

Holders of 'EU Digital Covid Certificates' (EUDCC) can enter Italy without being subject to further restrictions (testing or quarantine), if their certificate contains one of the following:

- Proof that they are **fully vaccinated** (they have

OpenLayers | OpenStreetMap contributors, Credit: EC-GISCO © EuroGeographics for the administrative boundaries | Disclaim

Re-open EU

#StrongerTogether

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App Store

Smartphone designed by zlatko_plamenov / Freepik; Photo ©panitan - stock.adobe.com; © European Union, 2020

EU Tourism Dashboard

What? **Public and online tool** to assemble, publish and offer meaningful visualizations of tourism-relevant indicators, concerning the performance of the **Tourism Ecosystem** in relation to policy objectives: Resilience, Environmental impacts, Digitalisation, to identify issues and support policy action.

How? **Profiling and comparison** of EU countries and regions according to the characteristics (indicators) of their tourism activity, based on data collected and harmonized from various sources (conventional and emerging) at the highest possible territorial granularity.

Why? To promote the **green and digital transition of the tourism ecosystem, towards higher resilience and sustainability**.

Who? **EU (Council / Commission) initiative** with consultation with Member States and relevant international organisations (e.g. UNWTO, OECD, ETC).
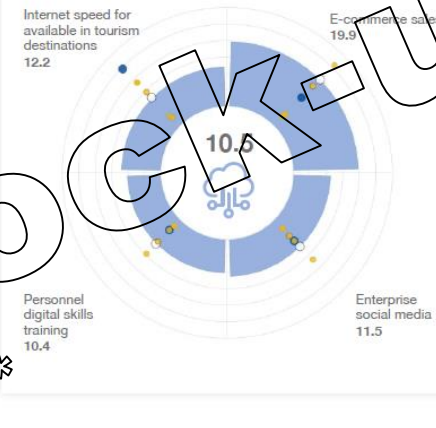
European Commission

Italy (Country)

Italy

SOCIO-ECONOMIC RESILIENCE

Progress of tourism recovery
14.0

Tourism intensity
19.9

10.5

Tourism typology diversification
12.2

Depends on top origins
10.4

Tourism seasonability
11.5

ENVIRONMENTAL IMPACT

Dependence on far origins
14.0

Air travel emissions intensity
19.9

10.5

Quality of bathing water
14.0

Tourism GHG intensity
11.

Share of trips by trains
12.2

Tourism energy intensity

DIGITALISATION

Internet speed for available in tourism destinations
12.2

E-commerce sales
19.9

10.5

Personnel digital skills training
10.4

Enterprise social media
11.5

● EU avarage   ○ Other EU countries

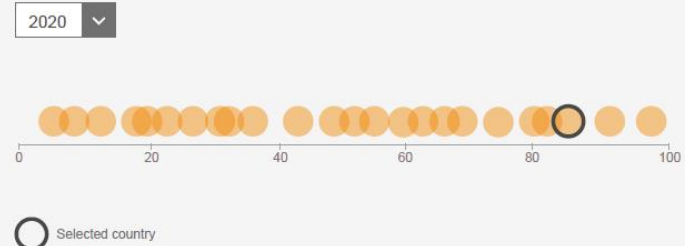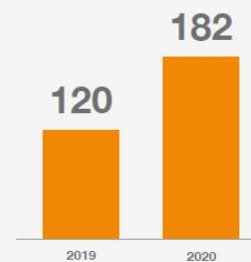| 38 Progress of tourism recovery 2021 | 156 Nights spent 2020 | 41 Avarage duration of stay 2019 | 21.2 Average tourism expenditure 2019 |

Socio-economic resilience

Tourism intensity

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182

120

2019   2020

2020

0   20   40   60   80   100

○ Selected country

TOURISM DASHBOARD

Air travel emission intensity

Select the territorial level

TERRITORIAL LEVEL

National (NUTS0)

Regional (NUTS1)

Regional (NUTS2)

Sub-regional (NUTS3)

🍃 Air travel emission intensity

RANKING

:3.85k
:6.45k
:3.83k

> 63.83k

Unit: Tons

Nordrhein-Westf...
Região Autónoma...
Sud
West-Nederland
Continente
Cesko
Nord-Est
Bayern
Niedersachsen
Makroregion Cen...
Noroeste (ES)
Makroregion Pól...
Danmark
Noreste (ES)
Macroregiunea d...
Zuid-Nederland
Region wallonne
Éire/Ireland
Alsace – Champa...
Slovensko
Île de France
Region Wsc...
Nord-Pas de Cal...
Hrvatska
Södra Sverige
Westösterreich
Ostösterreich
Noord-Nederland
Comunidad de Ma...
Bremen
Pays de la Loir...
Eesti
Saarland
Alföld és Észak
Yugozapadna i y...
Kypros
Közép-Magyaros...
Hamburg
Bourgogne – Fra...
Bretagne
Norra Sverige
Région de Bruxe...
Åland

0   50k   100k 150k 200k

PILLAR

Environmental impact

Dependence on fat origins
14.0

Air travel emissions intensity
19.9

10.5

Quality of bathing water
14.0

Tourism GHG intensity
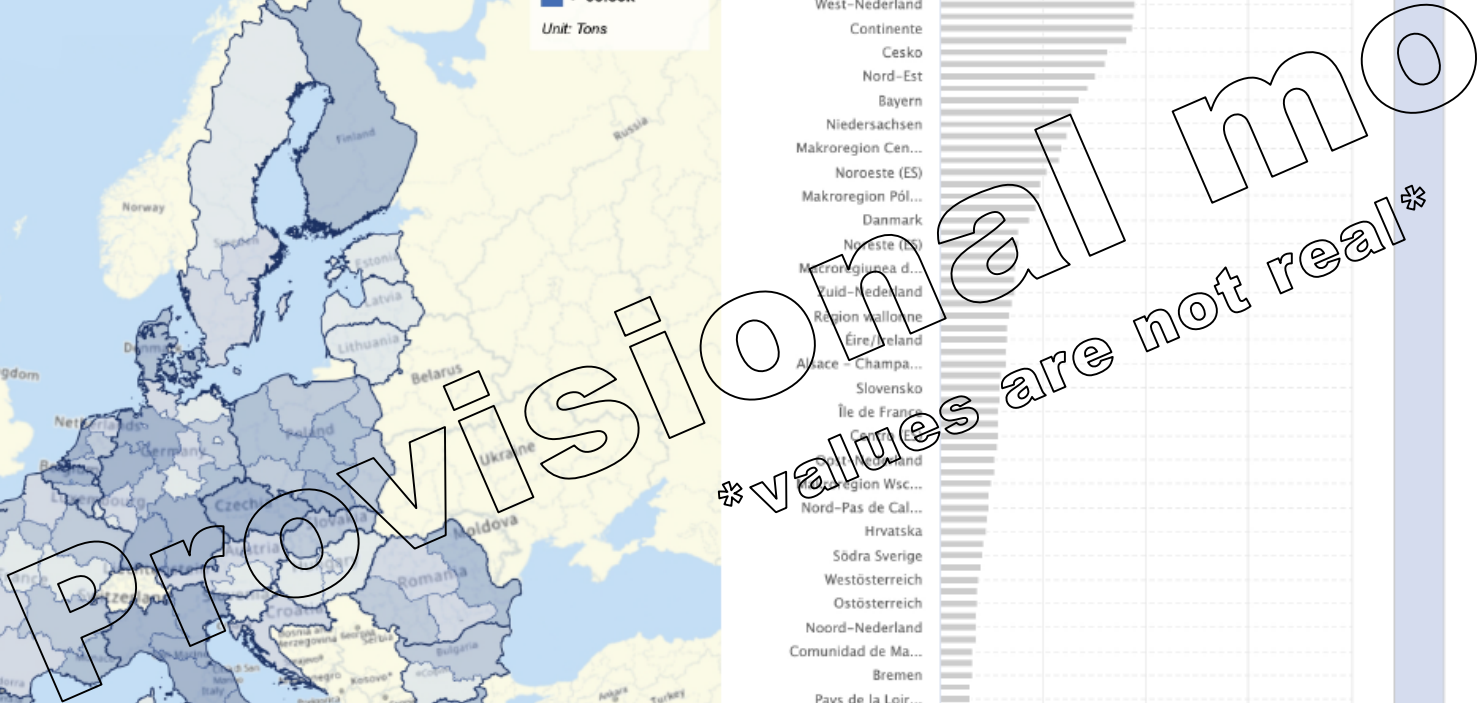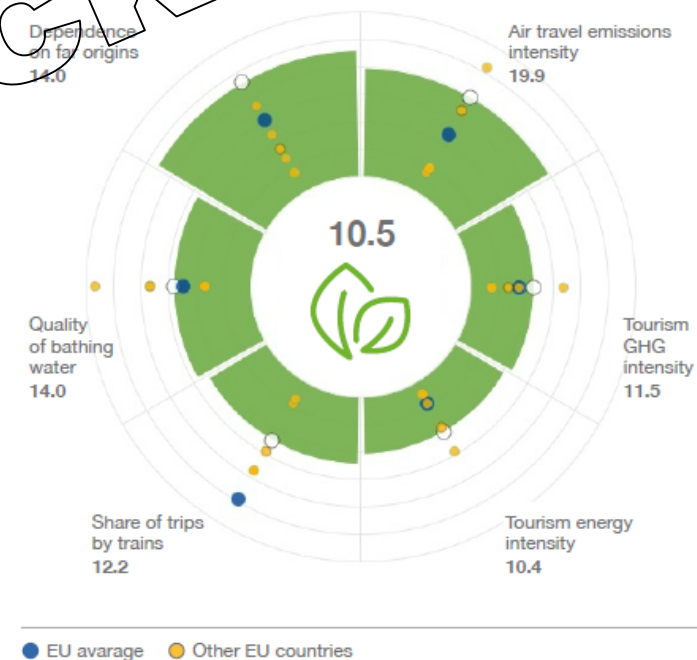11.5

Share of trips by trains
12.2

Tourism energy intensity
10.4

● EU avarage   ● Other EU countries

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TOURISM DASHBOARD