

INNOVATION IN TOURISM STATISTICS: AN AGENDA FOR THE FUTURE

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STATISTICS
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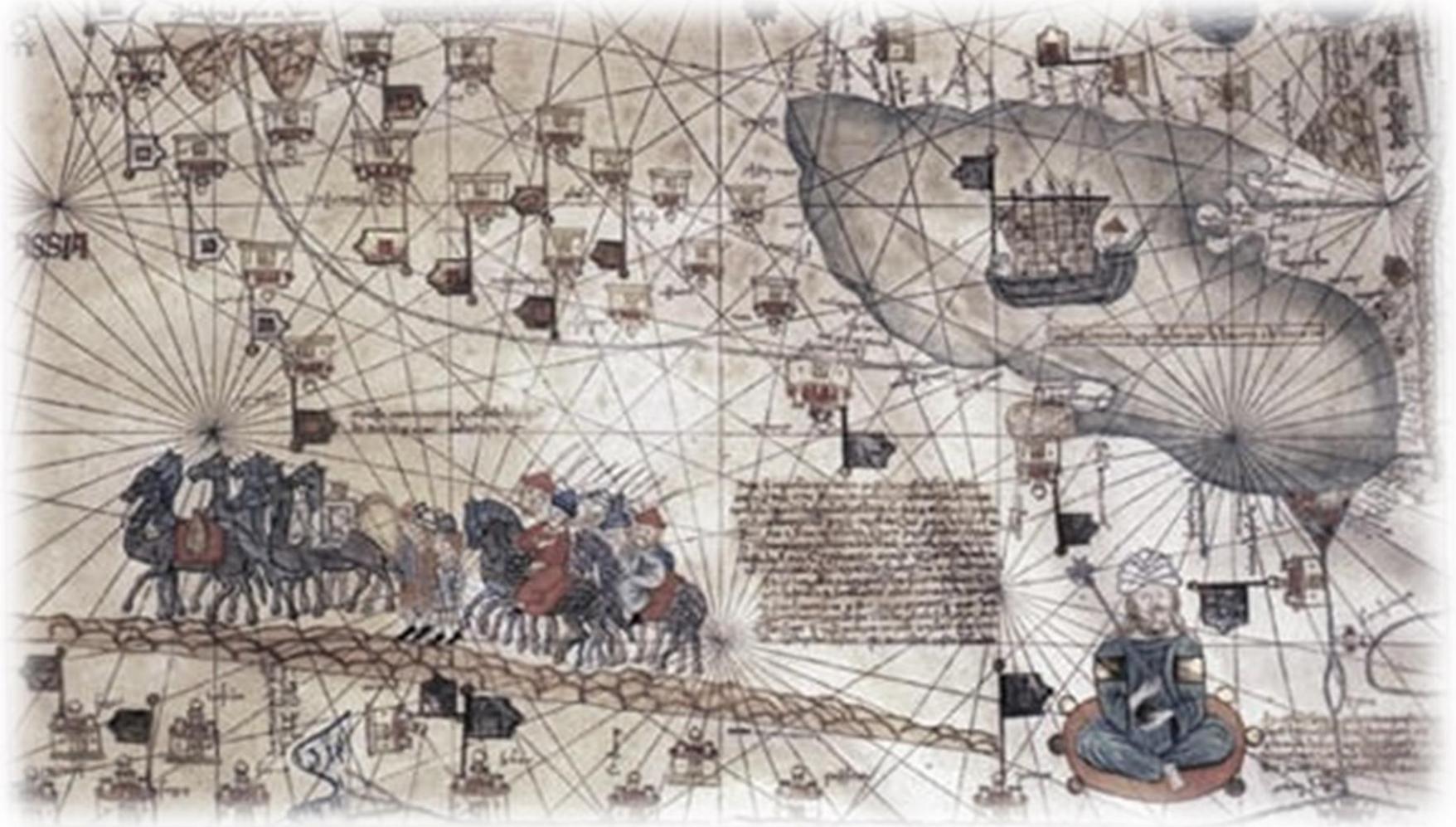
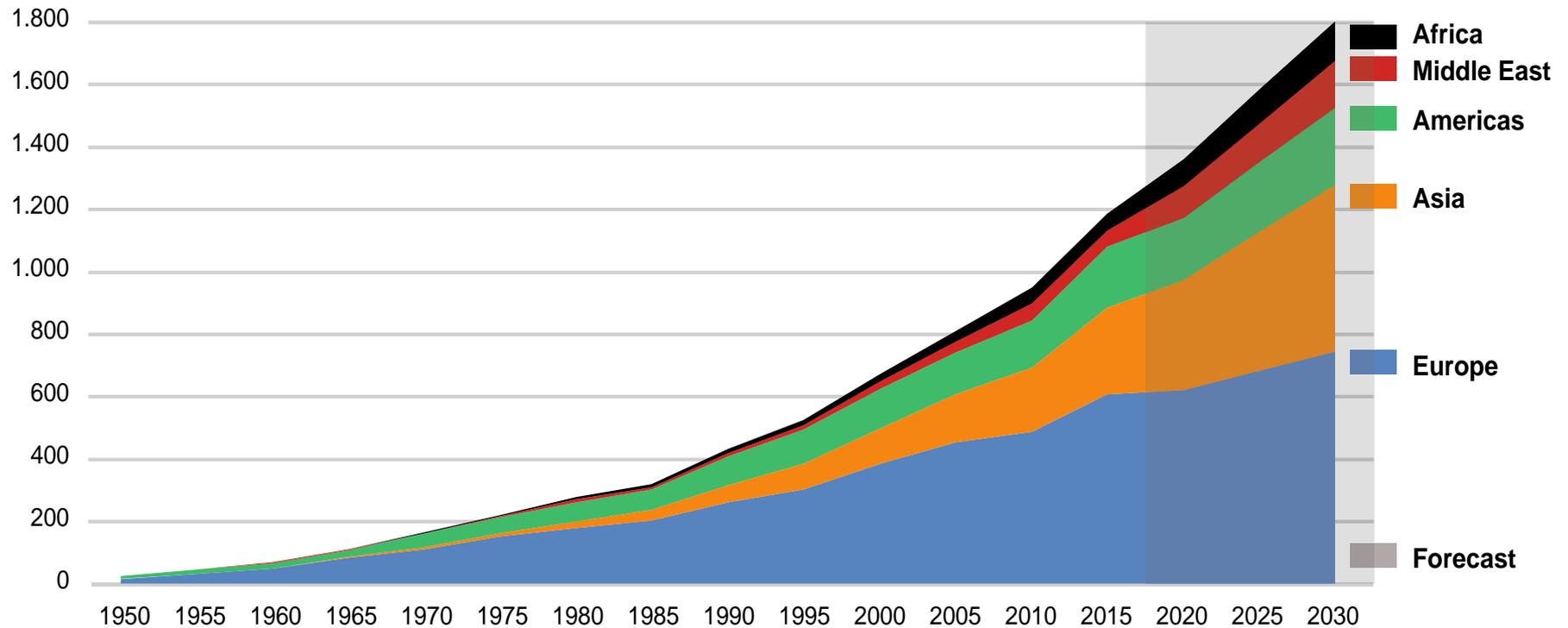
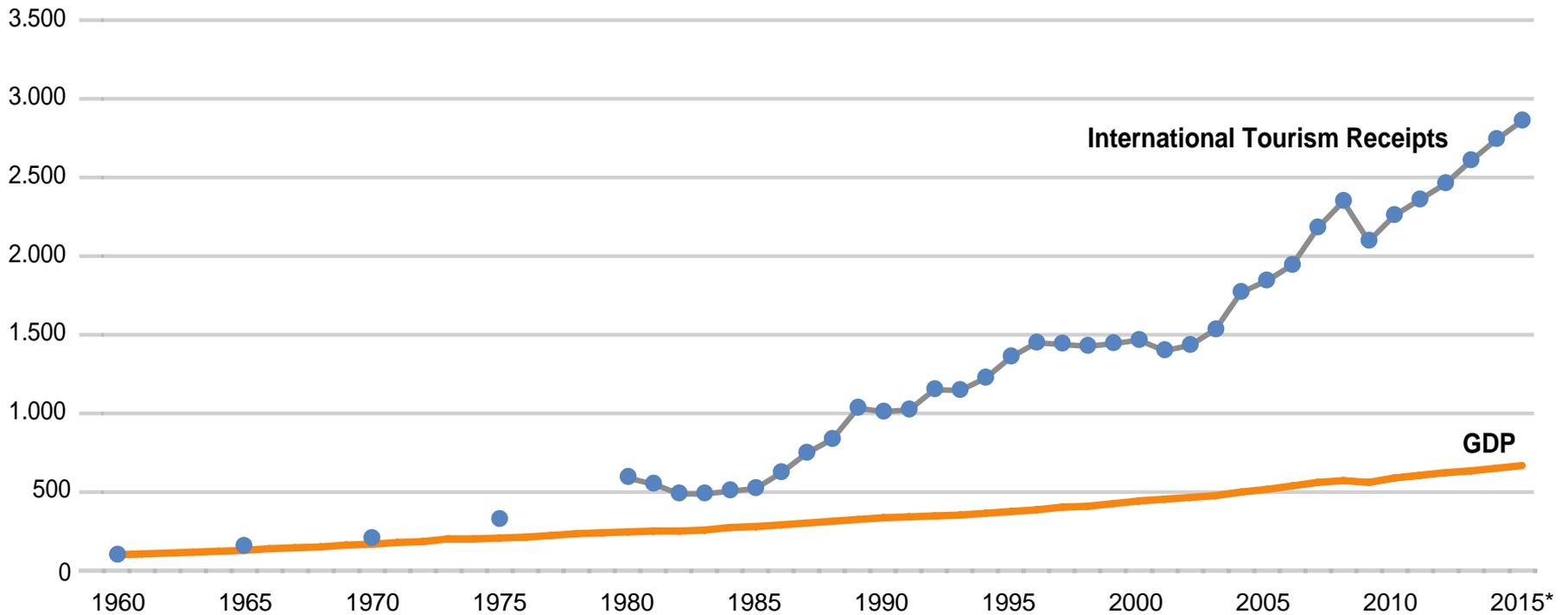


Figure 1. International tourist arrivals by region of destination and forecasts (million), Years 1950-2030



Source: Based on UNWTO data

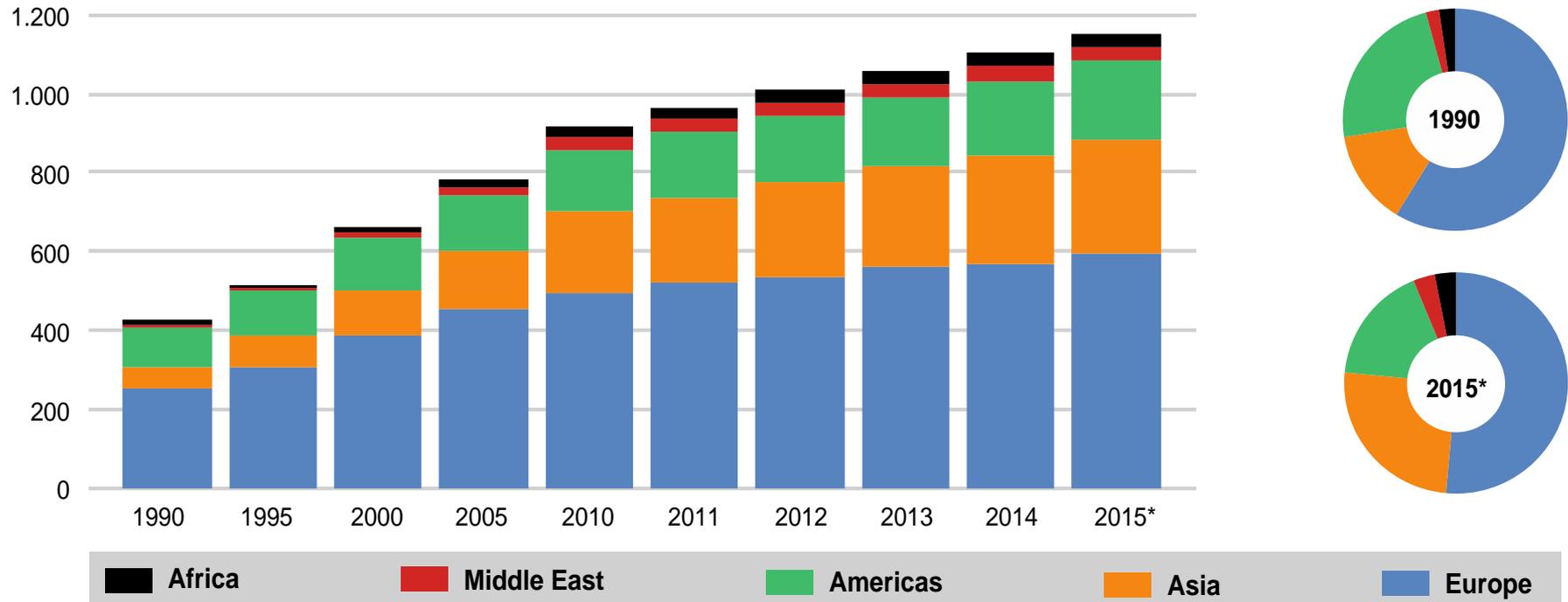
Figure 2. International tourist receipts and Gross World Product (*constant prices, index 1960=100*), Years 1960-2015



Source: Based on UNWTO data

*provisional

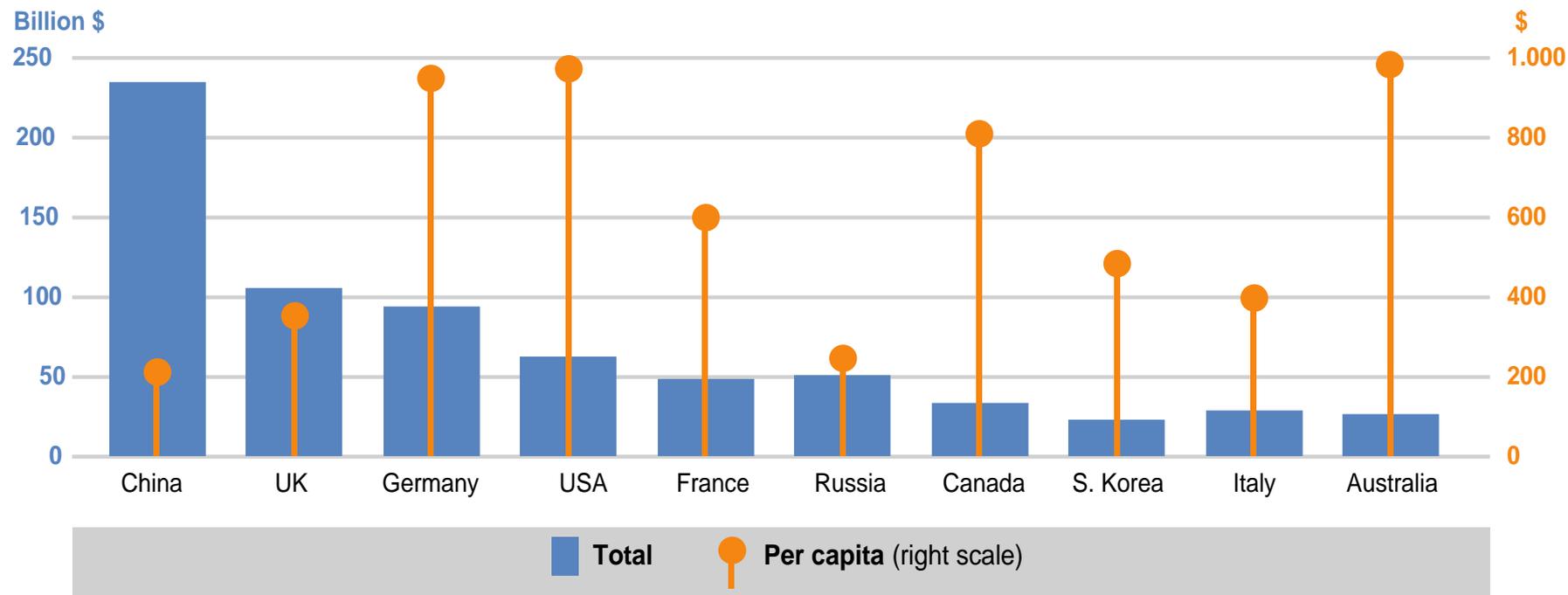
Figure 3. International tourist arrivals by region of origin (million and percentages), Years 1990-2015



Source: Based on UNWTO data

**provisional*

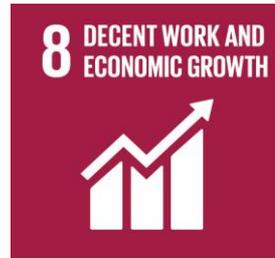
Figure 4. International tourism expenditures (million dollars and dollars per capita), Year 2015*



Source: Based on UNWTO data

**provisional*

Tourism is also about... sustainable development



GOAL 8

Sustainable **tourism** that creates jobs and promotes local culture and products



GOAL 12

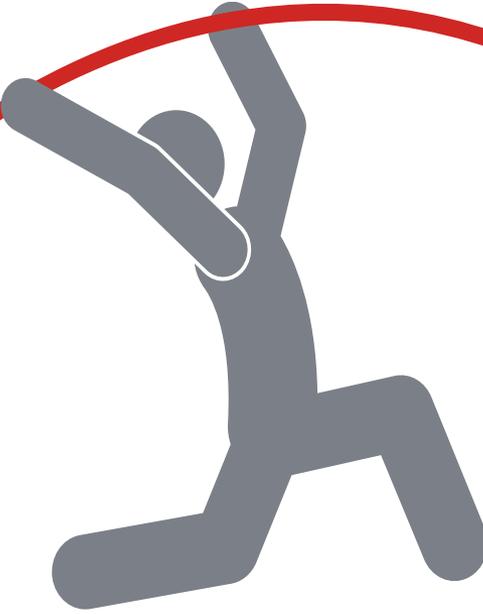
Develop and implement tools to monitor sustainable development impacts for **sustainable tourism** which creates jobs, promotes local culture and products



GOAL 14

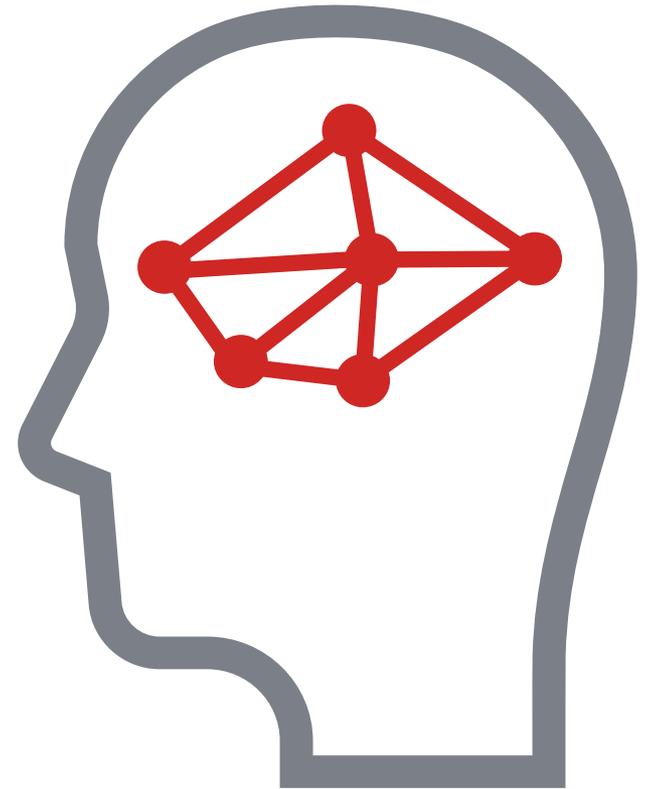
By 2030, increase the economic benefits of Small Island Developing States and Least Developed Countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and **tourism**

Challenges in tourism measurement

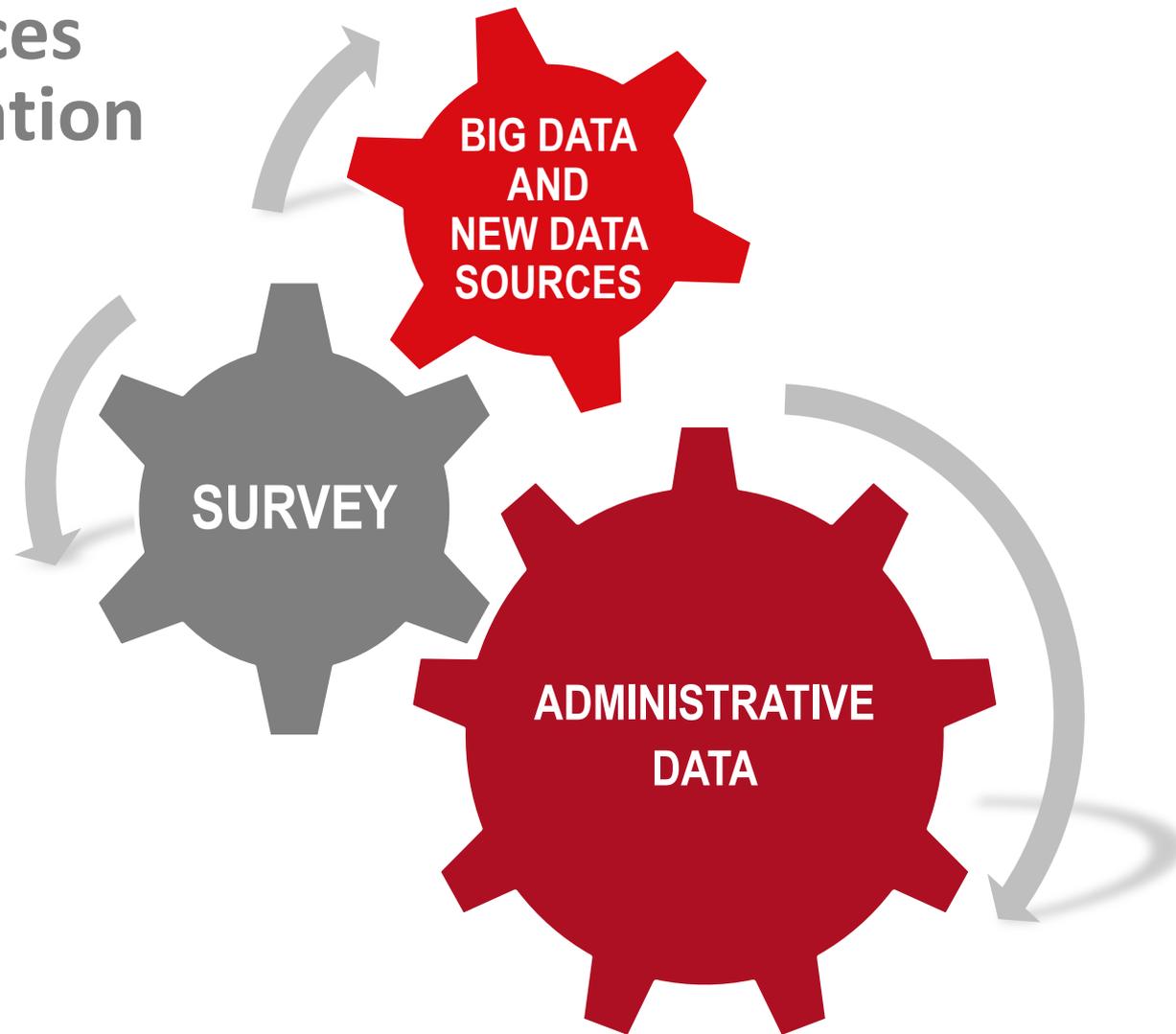
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- STRENGTHENING INTERNATIONAL COMPARABILITY
 - DEALING WITH EXPERIENCES AND NOT ONLY PRODUCTS AND SERVICES
 - COPING WITH DIGITALIZATION, GROWTH IN THE SHARING ECONOMY...
 - TREATING NEW THEMATIC DESTINATIONS
 - CARING FOR THE RELEVANCE OF CULTURAL HERITAGE AND URBAN AND RURAL DOMAINS

Re-thinking the organisation of NSIs

- ⊙ measure new complex cross-cutting issues
- ⊙ reduce the use of surveys and response burden
- ⊙ satisfy multidimensional demand for good quality statistics
- ⊙ increase consistency checks especially in case of multiple sources
- ⊙ avoid duplication of data collections
- ⊙ re-think data capturing systems
- ⊙ foster a new organization
- ⊙ improve human capital skills



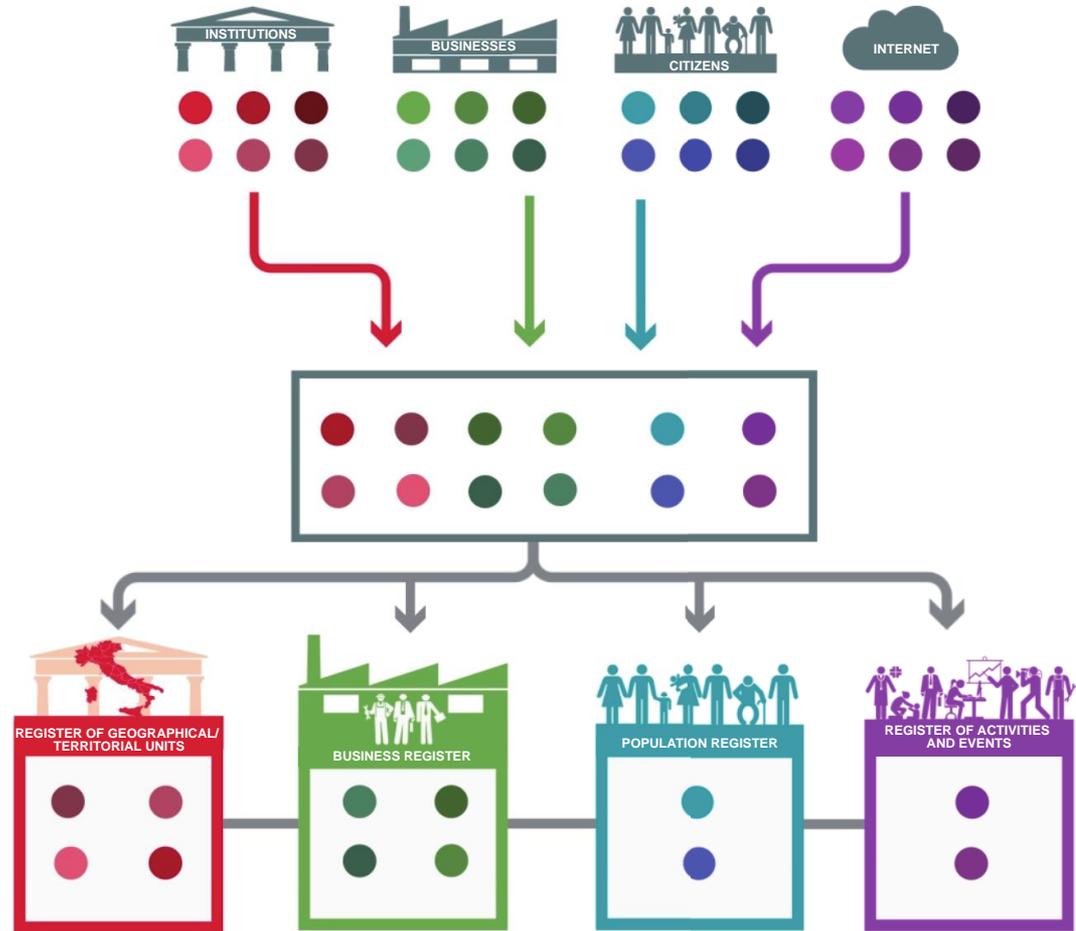
New sources of information



Data integration

«We can and must move from a paradigm of producing the best estimates possible from a survey to that of producing the best possible estimates to meet user needs from multiple data sources»

C. Citro



An agenda for the future

- cooperate between public and private institutions
- implement a continuous process of modernisation of the production of official statistics
- innovate sources and methods to attain exhaustive, timely and cost-efficient information

