

# The EU Tourism Dashboard - Overview

Filipe Batista e Silva

European Commission, Joint Research Centre

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## The ETD in a nutshell

The **EU Tourism Dashboard** is an **online knowledge portal** characterising European tourist destinations in relation to their green and digital transitions, and socio-economic resilience. It consists of 2 elements:

- Indicator framework
  - ✓ 30+ indicators / descriptors, updated annually
  - ✓ EU27 + CH, IS, NO, at national and regional level
- Web-interface for data visualisation

**Audience:** decision makers and tourism stakeholders.

Developed jointly by **DG GROW** and the **JRC**, in consultation with **Member States** (TAC).

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**My destination view**  
Select a country or region to go to 'My destination' view. In this page, all the annually updated indicators available in the EU Tourism Dashboard are displayed for the selected tourism destination (country or region).

Search for a place...

**Indicator map view**  
Select one of the annually updated indicators to see it displayed on a map. This allows for an easy comparison of the indicator values across tourism destinations (country or regional) in Europe.

Air travel emission intensity

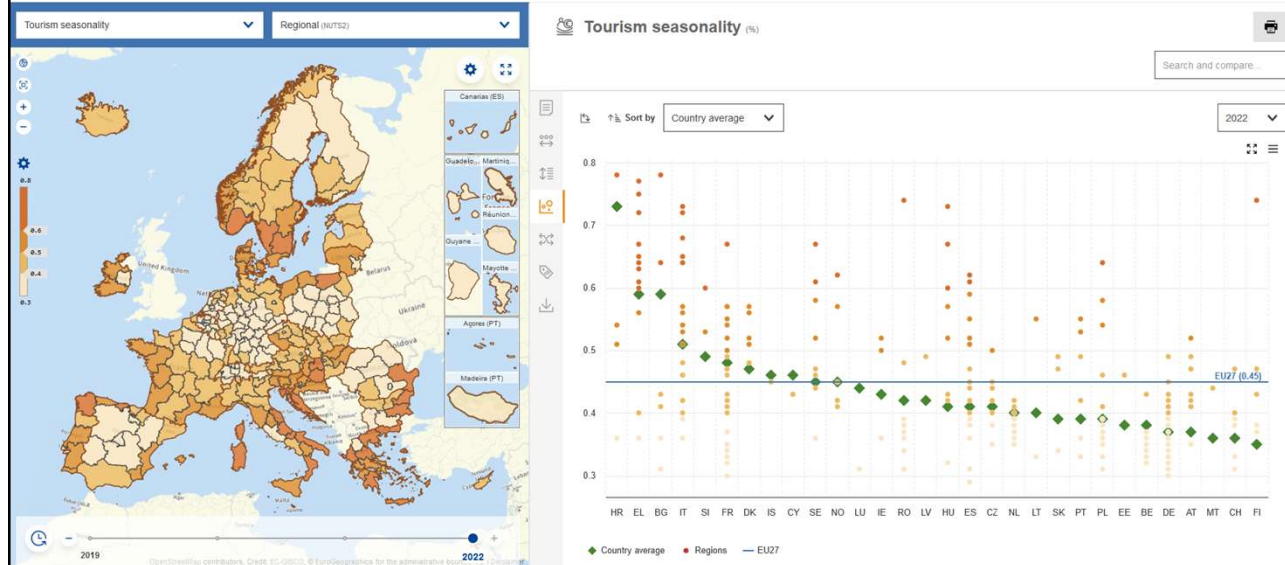
**Monthly data view**  
Select a country or region to visualise tourism demand statistics at a high temporal resolution (data automatically fetched from Eurostat).

Search for a place...

[tourism-dashboard.ec.europa.eu](https://tourism-dashboard.ec.europa.eu)



# Indicator view



# Destination view



## Policy motivation for the ETD

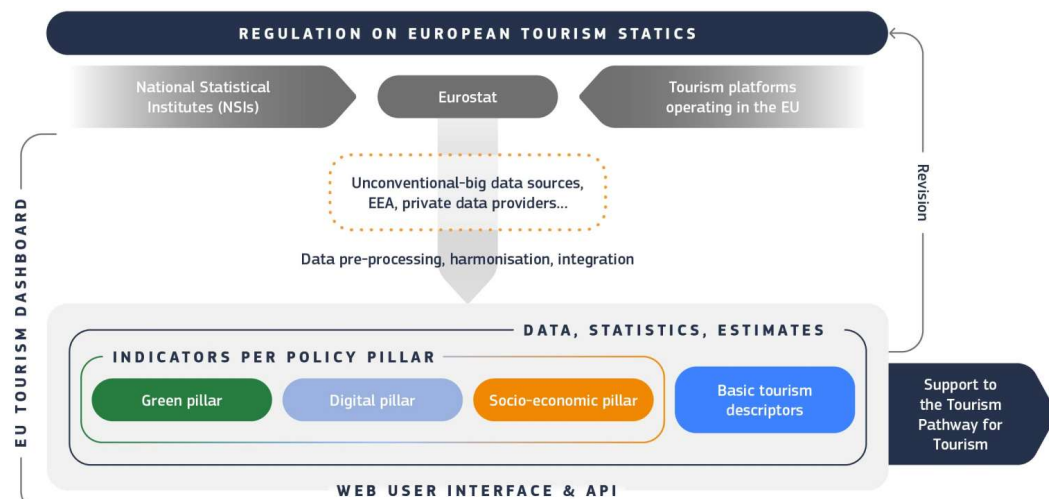
**The early context:** COVID19 recovery, accelerate the green and digital transition in the most affected industries.

- May 2021 – **Council conclusions on Tourism in Europe for the next decade.** The European Council invited the Commission to “work with the Member States and relevant international organizations to jointly design an EU Tourism Dashboard, as an EU flagship tool for the tourism ecosystem (...) [and] to present a first outline by the end of 2021”.
- February 2022 – **Transition Pathway for Tourism.** Implement and use “the EU Tourism Dashboard to support follow-up of environmental, digital and socio-economic aspects of tourism”, with annual updates.
- December 2022 – **Council conclusions on European Agenda for Tourism 2030.** Commission should “implement and, where applicable, further develop the EU Tourism Dashboard to support the monitoring of environmental, digital and socio-economic aspects of tourism”.

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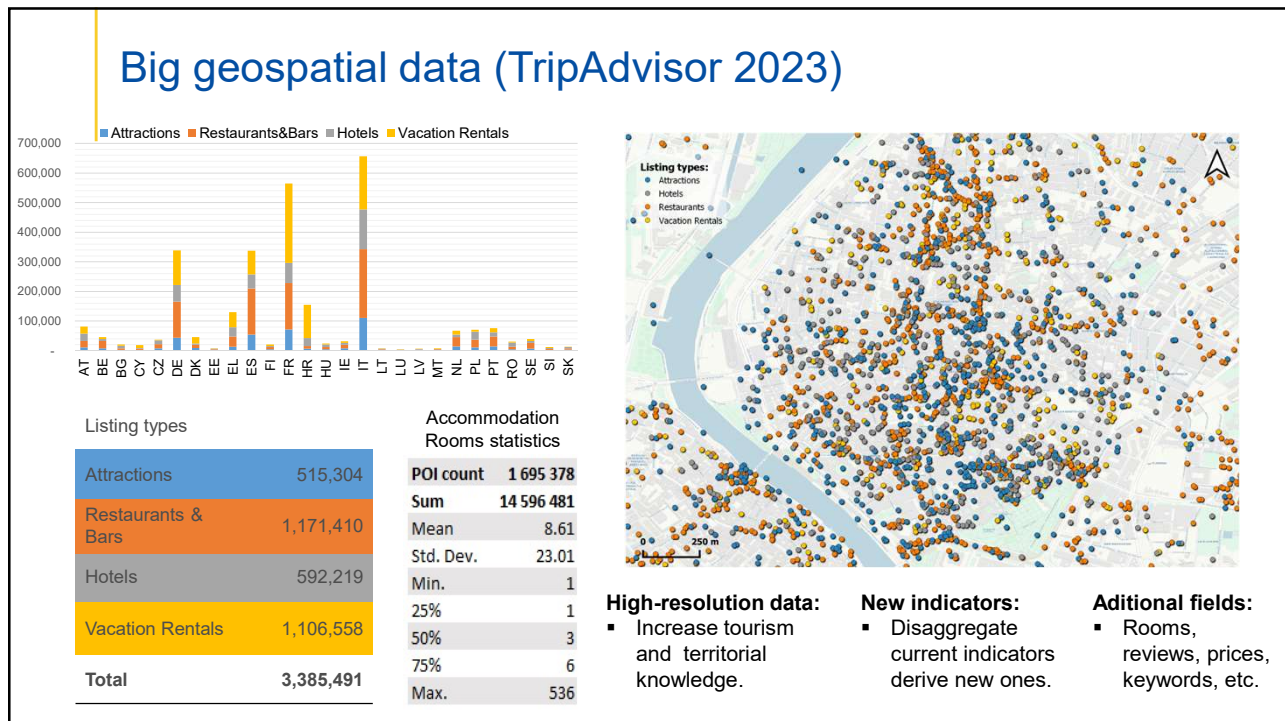
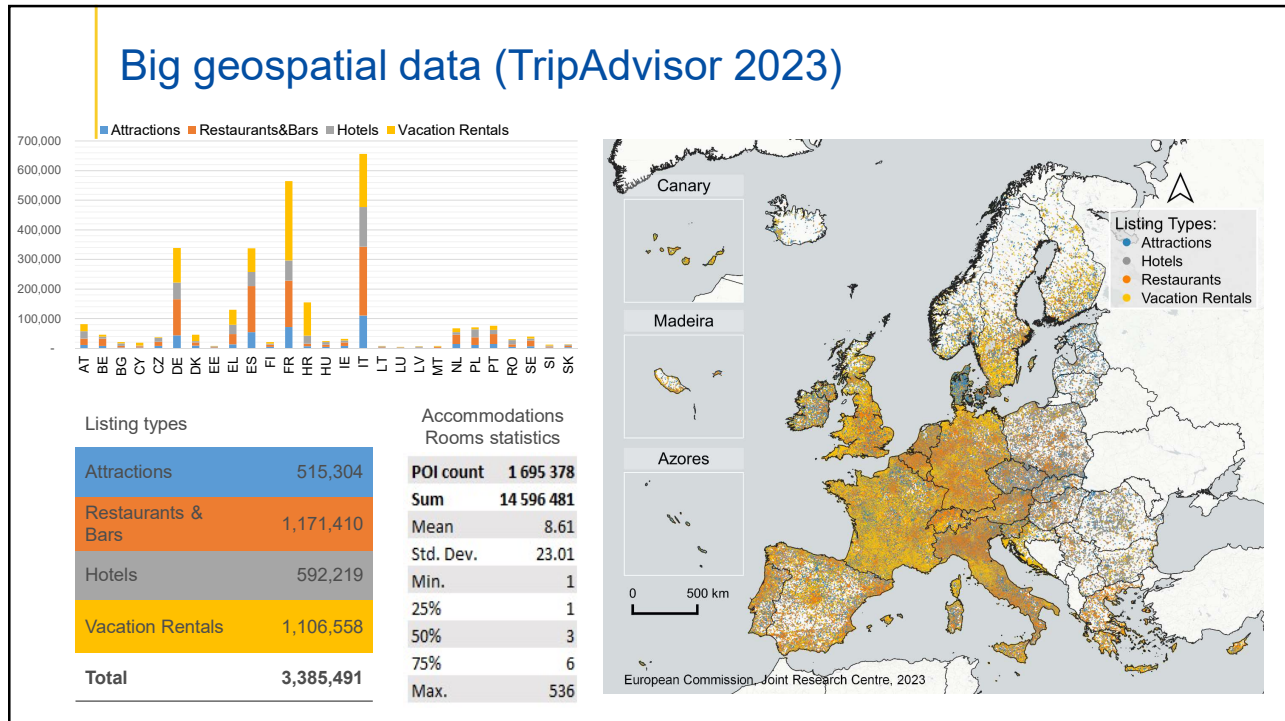


## Conceptual framework



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## Indicator framework: underlying principles

- **Measurable indicators based on available data**, with Eurostat as the primary source, but complemented with additional sources for wider thematic coverage and/or geographical granularity.
- **Complete and consist time-series** of indicators over time and across destinations, and updated on a yearly basis since 2019.
- **Centred on EU's tourist destinations**: indicators describe tourism activity at the destination.
- **Policy link** to the EU Tourism policy (Transition Pathway for tourism).
- Adoption of the concept of **Tourism Ecosystem**, based on Annual Single Market report, in the construction of indicators.
- **Participative and dynamic framework**: stakeholders participate in the yearly review of the framework. Indicator list and indicator definition may change over time to accommodate new data and keep policy relevance.

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## Indicator framework (2023)

### GREEN PILLAR

- Air travel emission intensity
- Tourism GHG intensity
- Tourism energy intensity
- Share of trips by train
- Excellent bathing water
- Dependence on distant origins
- Environmental labels and schemes

### DIGITAL PILLAR

- E-commerce sales
- Enterprises using social media
- Personnel training on digital skills
- Enterprises seeking ICT specialists
- Internet speed at tourism destinations
- Accomodations listed online

### SOCIO-ECONOMIC PILLAR

- Tourism intensity
- Tourism seasonality
- Dependence on top 3 countries of origin
- Tourism diversity
- Average tourism expenditure
- Economic contribution of tourism

### TOURISM DESCRIPTORS (DEMAND & SUPPLY)

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Nights spent</li> <li>• Arrivals</li> <li>• Tourism capacity</li> <li>• Occupancy rate</li> <li>• Average duration of stay</li> </ul> | <ul style="list-style-type: none"> <li>• Tourism density</li> <li>• Dominant tourism typology</li> <li>• Share of foreign tourists</li> <li>• Progress of tourism recovery</li> </ul> | <ul style="list-style-type: none"> <li>• Presence of blue flags</li> <li>• UNESCO sites</li> <li>• Share of protected/designated land</li> <li>• High nature-based tourism opportunities</li> </ul> |
|--|---|---|

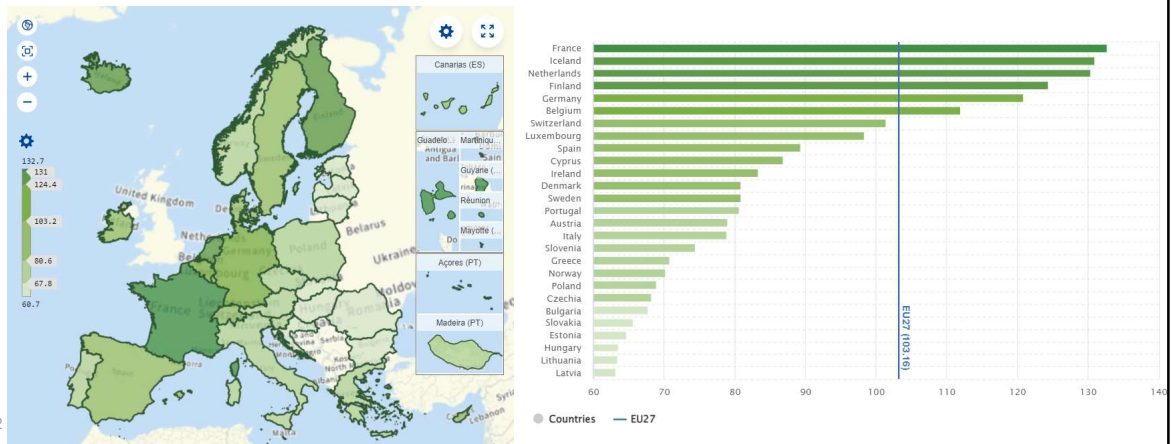


# Indicator framework (2023)



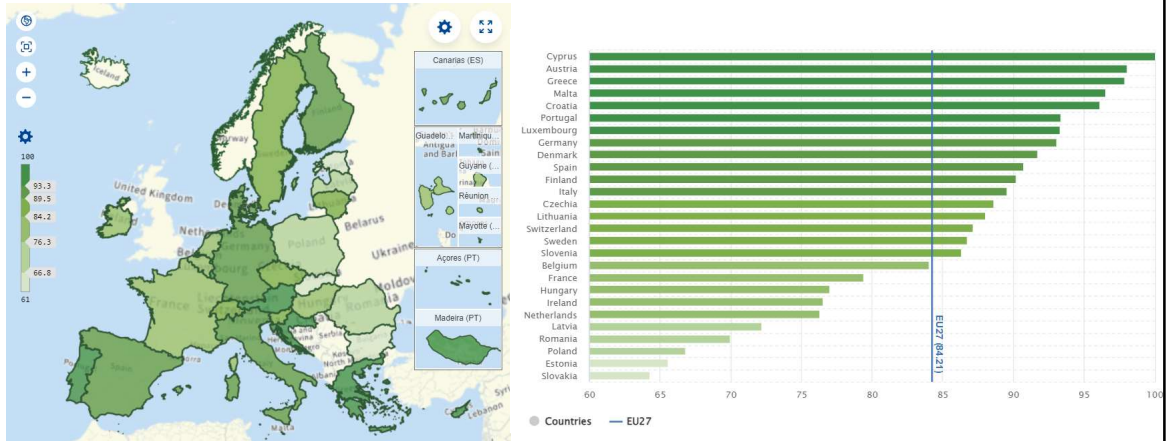
# Air travel emission intensity (Kg of CO<sub>2</sub> / passenger)

Estimates of the average amount of CO<sub>2</sub> emitted per air passenger per reporting country. It is calculated by dividing the amount of CO<sub>2</sub> emitted by all passenger flights by the number of passengers within a year.



## Excellent bathing water (%)

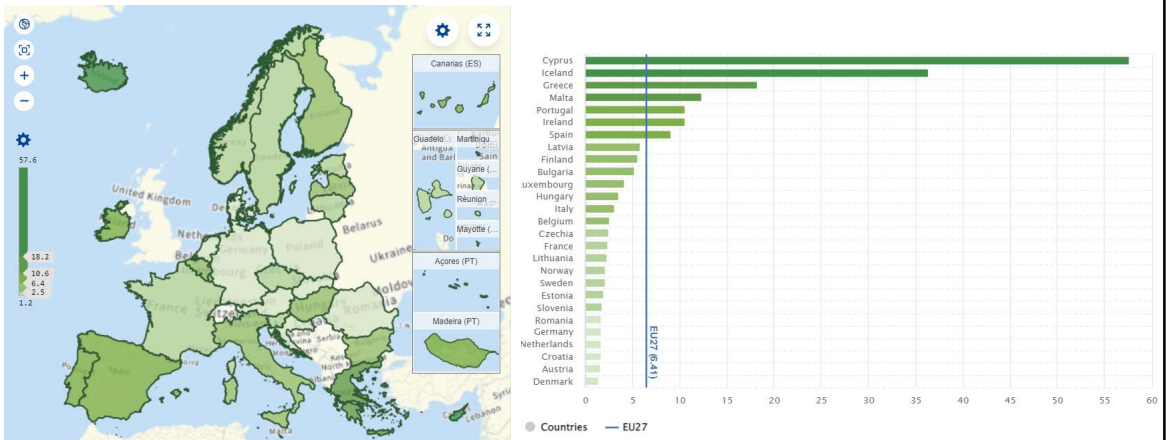
Measures the quality of bathing waters. It is calculated as the share of sampled bathing water sites that are classified as "excellent" at a tourist destination. The measurement criterion is based on the presence of significant polluting substances in fresh and coastal waters throughout the period May-September.



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## Dependence on distant origins (%)

Measures the dependence of a country's tourism on distant international markets. It is calculated as the share of nights spent at accommodation establishments by foreign tourists arriving from locations that are geographically distant from the destination being studied.



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# Indicator framework (2023)

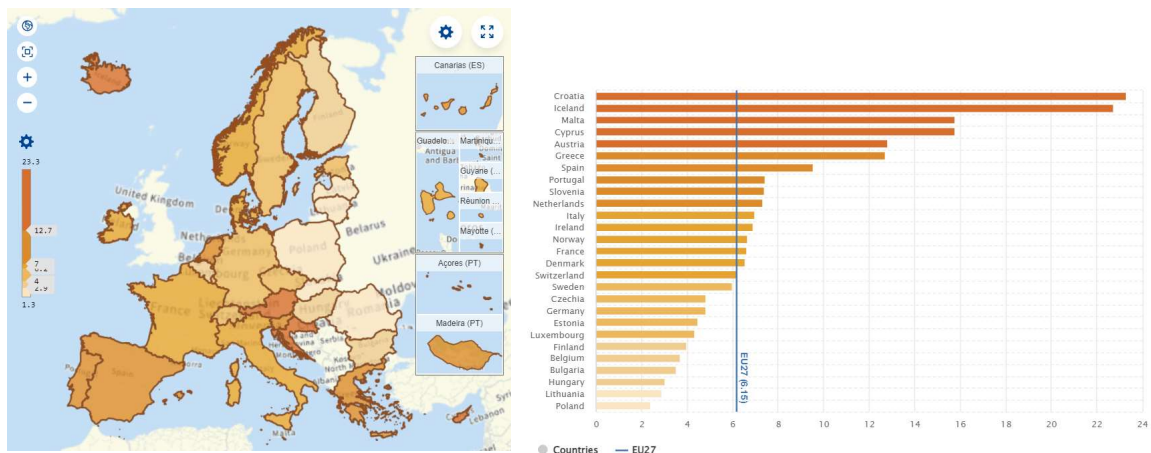


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# Tourism intensity (Nights spent)

It is calculated by dividing the number of nights spent at tourist accommodations by the resident population. It is an indicator of economic dependence on tourism, potentially revealing overtourism, strain on resources and vulnerability to demand shocks when values are very high. It is part of the socio-economic pillar.



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## Indicator framework (2023)

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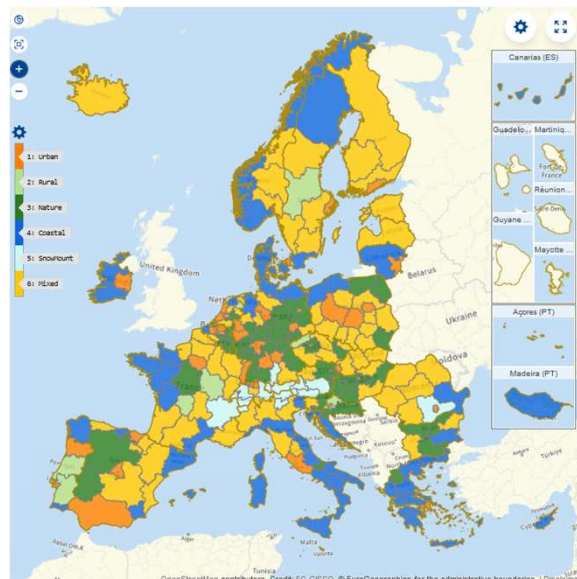
### TOURISM DESCRIPTORS (DEMAND & SUPPLY)

- Nights spent
- Arrivals
- Tourism capacity
- Occupancy rate
- Average duration of stay
- Tourism density
- Dominant tourism typology
- Share of foreign tourists
- Progress of tourism recovery
- Presence of blue flags
- UNESCO sites
- Share of protected/designated land
- High nature-based tourism opportunities

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## Dominant tourism typology



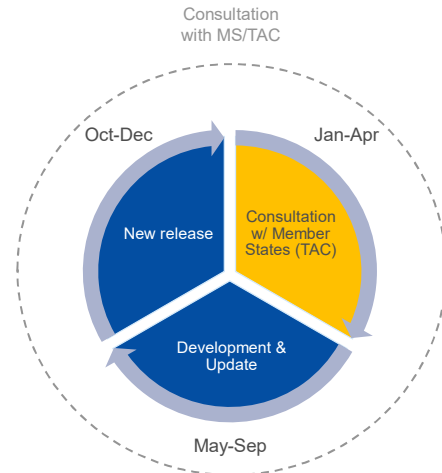
This descriptor classifies each tourism destination according to one of the following six tourism typologies: urban (or city tourism), coastal, nature, rural, snowy mountain, and mixed. The classification is based on the proportions of tourism capacity (i.e., no. of rooms) across different geographical zones.

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# The EU Tourism Dashboard consultation

- **Yearly consultation rounds**
- **ETD consultation 2024 (3<sup>rd</sup> consultation)**
  - Highest participation so far, with the involvement of both the TAC members and the T4T experts.
  - Relevant exercise to align with users' expectations and needs.
  - JRC took stock of the comments and presented the main results at the TAC.
  - Action plan towards the October 2024 update, in agreement with GROW.



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# Survey results

- Conducted online in January 2024
- 36 responses
- 17 countries represented
- Coverage from different institutions

Type of Institution

Type of Institution	Answers	Ratio
Ministry responsible for Tourism	9	25 %
National/Central Statistics Office	4	11.11 %
Regional Statistical Office (specify)	0	0 %
Destination Management Organisation (specify)	5	13.89 %
International Organisation (specify)	2	5.56 %
NGO (specify)	1	2.78 %
Tourism Body (specify)	6	16.67 %
Other (specify)	9	25 %
No Answer	0	0 %

EU Member State

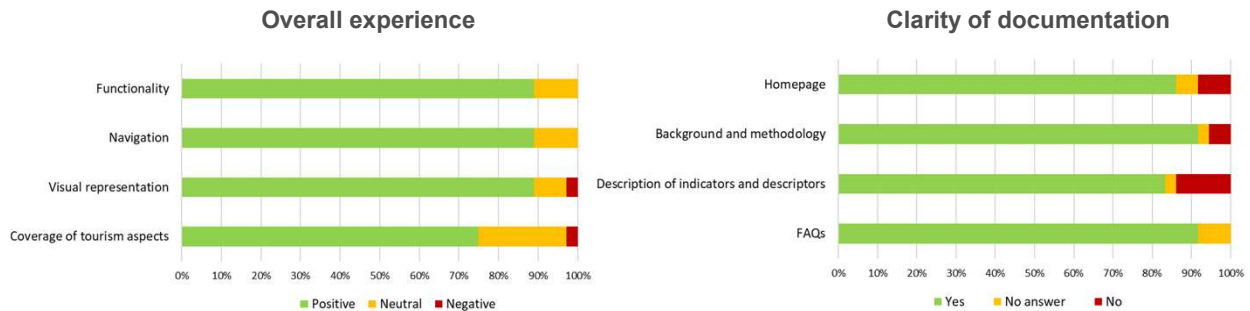
EU Member State	Answers	Ratio
Austria	2	5.56 %
Belgium	3	8.33 %
Bulgaria	0	0 %
Croatia	3	8.33 %
Cyprus	0	0 %
Czechia	1	2.78 %
Denmark	0	0 %
Estonia	1	2.78 %
Finland	1	2.78 %
France	0	0 %
Germany	1	2.78 %
Greece	1	2.78 %
Hungary	2	5.56 %
Ireland	2	5.56 %
Italy	3	8.33 %
Latvia	2	5.56 %
Lithuania	1	2.78 %
Luxembourg	0	0 %
Malta	1	2.78 %
Netherlands	0	0 %
Poland	0	0 %
Portugal	0	0 %
Romania	0	0 %
Slovak Republic	1	2.78 %
Slovenia	4	11.11 %
Spain	5	13.89 %
Sweden	0	0 %
Other (specify)	2	5.56 %
No Answer	0	0 %

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## Survey results – overview

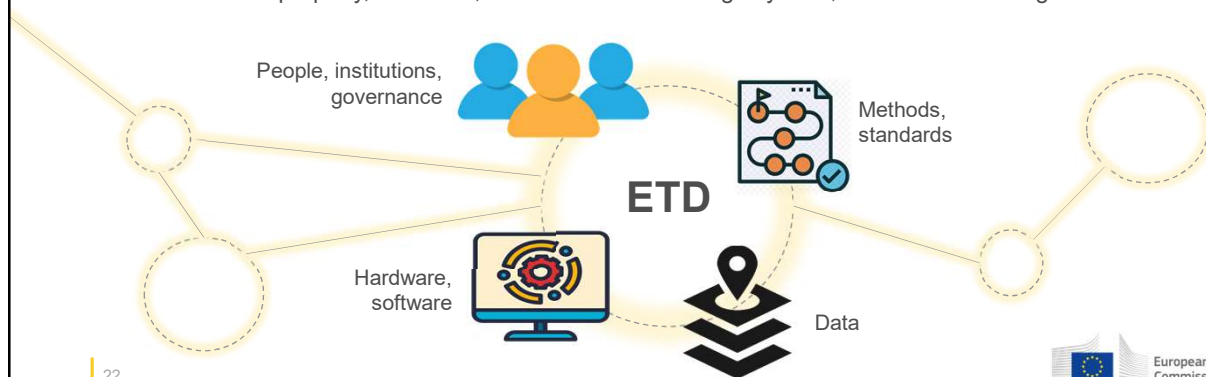
- Overall very high satisfaction with the product
- 100+ comments about overall experience and functionality, translation, data, indicators



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## A network and system's view of the ETD

- The ETD can be seen as a **node** in the **tourism information network**, where existing data from others nodes (data providers) are **collected**, **reprocessed**, and **re-distributed**.
- To function properly, this node, or connected knowledge system, needs the following elements:



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## On-going and future work / milestones

- On-going research on assessment of the **economic impacts of tourism**
  - In collaboration with Eurostat, NSIs, University of Bologna, Mastercard
  - Main objective is to augment Tourism Satellite Accounts (TSA)
- Annual Dashboard update: October 2024
  - New indicator on culture intensity
  - Launch event/workshop with Member States: Brussels, October 2024
- Definition of future research priorities

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## Eurostat Tourism Sustainability indicators

- New framework under (step-wise) development by Eurostat with consultation by National Statistical Institutes
- Based entirely on Eurostat data
- Key dimensions: **Economy, Labour Market, Social and cultural impact, Environment, Digitalisation**
- Interoperability with the EU Tourism Dashboard (through intensive collaboration with the JRC) and alignment as much as possible to the SF-MST.

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# Thank you

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