

21st meeting of the Committee on Statistics

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Riyadh, Saudi Arabia

Tourism Statistics: Elevating the Role of Evidence in Policy

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INē

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Statistics and Policy Decision-Making

European Parliament Resolution establishing the **EU Strategy for Sustainable Tourism** (2021)

Sustainable Tourism Policy Framework for the Pacific, which includes a statistical strategy based on SF-MST (2021)

Palma Declaration “The path towards social sustainability of tourism in the EU” adopted by EU Member States (2023)

2030 Agenda target 8.9: By 2030, devise and implement policies to **promote sustainable tourism** that creates jobs and promotes local culture and products

As we confront increasingly inter-connected global challenges – from climate change to rising inequalities – **timely, accurate, disaggregated, and independent data has never been more essential.**

This year’s observance reaffirms **our commitment to the FPOS:** impartiality, professionalism, and commitment to scientific principles and professional ethics. Citizens everywhere deserve trustworthy data to inform public policy and strengthen accountability. *UN Secretary-General’s, WSD 2025*

Better data for a better tourism

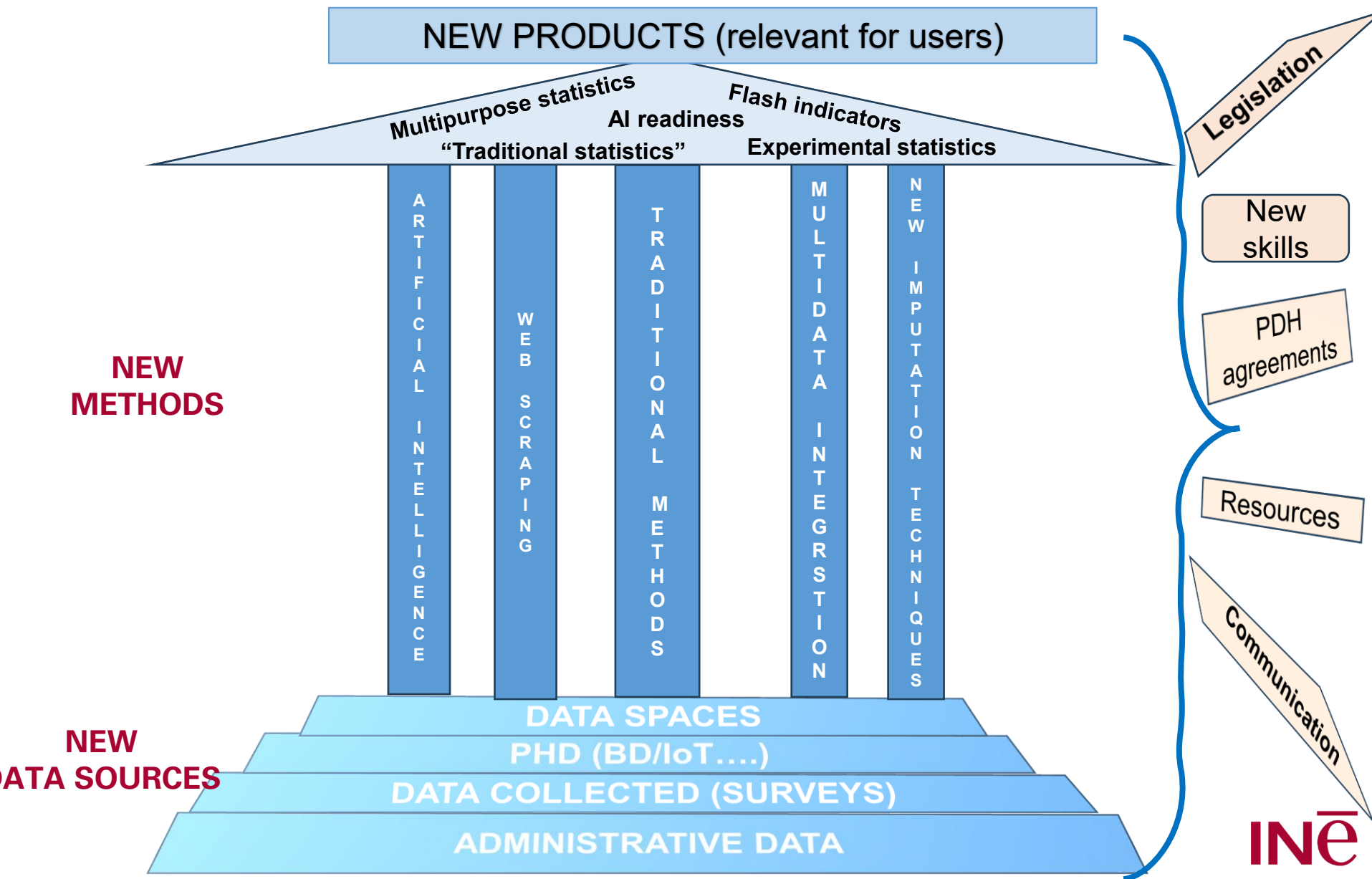
INE

WHAT CAN WE OFFER IN A DATAFIED SOCIETY?

[illegible]

Modernising Official Statistics

Rebuilding ourselves



Modernising Tourism Statistics



From experimental to official statistics

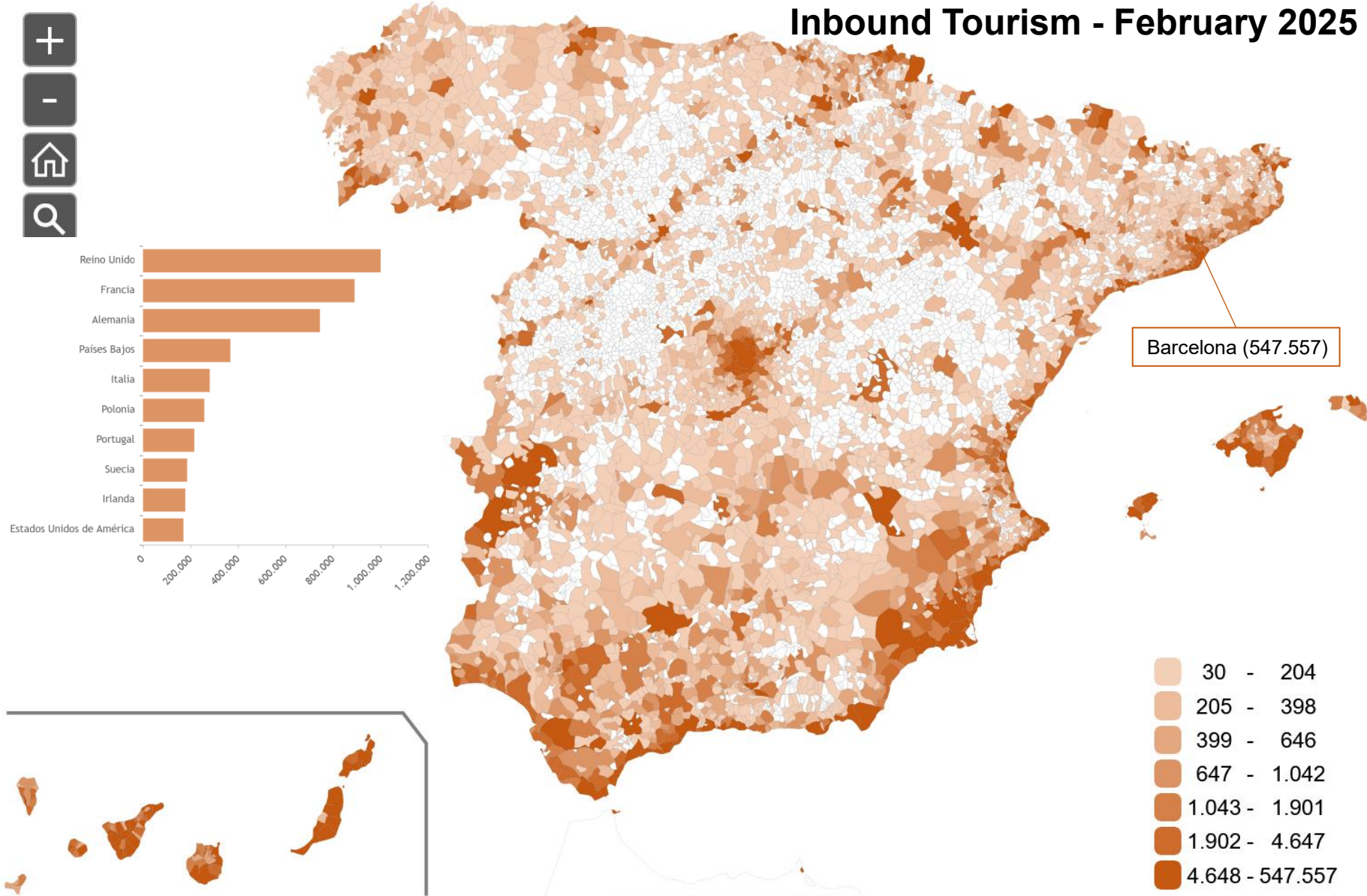
1. Measuring the number of tourist accommodation establishments in Spain and their capacity (*Web Scraping*) 
2. Measurement of tourism using mobile phones (*PDH agreements*) 
3. Estimation of occupancy in tourist accommodation based on data from digital platforms (*PDH agreements*) 
4. Distribution of expenditure by foreign visitors during their visits to Spain (*Bank Card Data*) 
5. Distribution of tourist expenditure by residents during their visits abroad by destination country (*Bank Card Data*) 
6. Pilot exercise: Measurement sustainability of Tourism - emissions and energy (*integrating information from TSA and Environmental Accounts*)

Modernising Tourism Statistics: Example MNOs data INE SPAIN INBOUND TOURISM



Modernising Tourism Statistics: Example MNOs data

Inbound Tourism - February 2025



Modernising Tourism Statistics: Example in Border Survey using MNOs data

Benefits

Reduction of budget:
32% less



Increase in granularity:

From 31 countries to 200

From 0 NUTSIII to 52

From 0 municipalities to 8,132

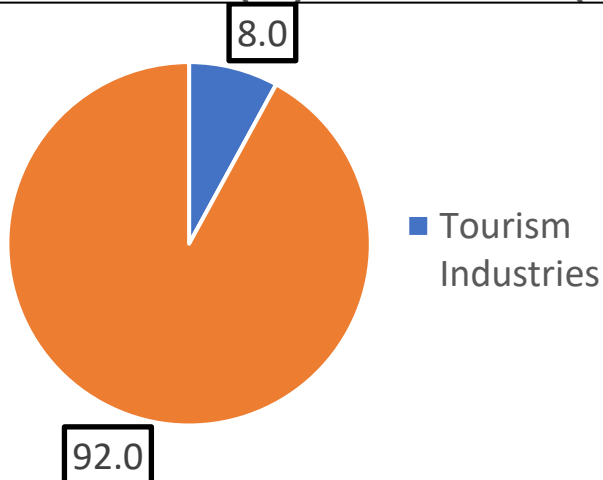
Reduction of burden
58% less



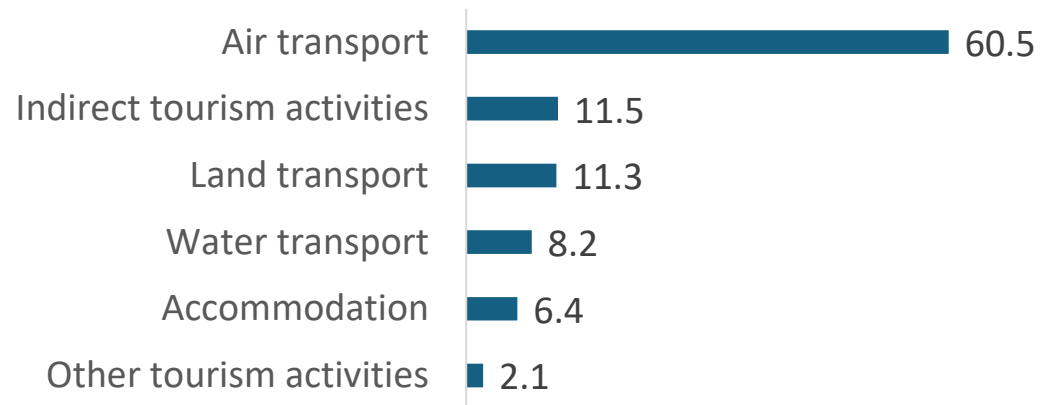
Modernising Tourism Statistics: Example

Measuring the impact of Tourism sustainability

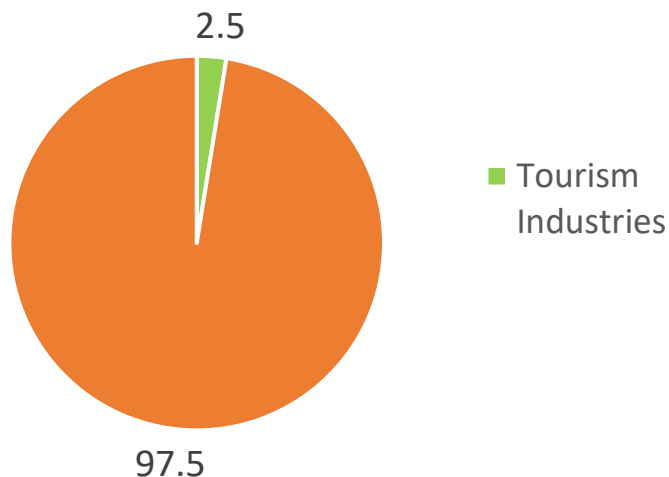
GHG EMISSIONS OF THE ECONOMY(%).Year 2023 (A)



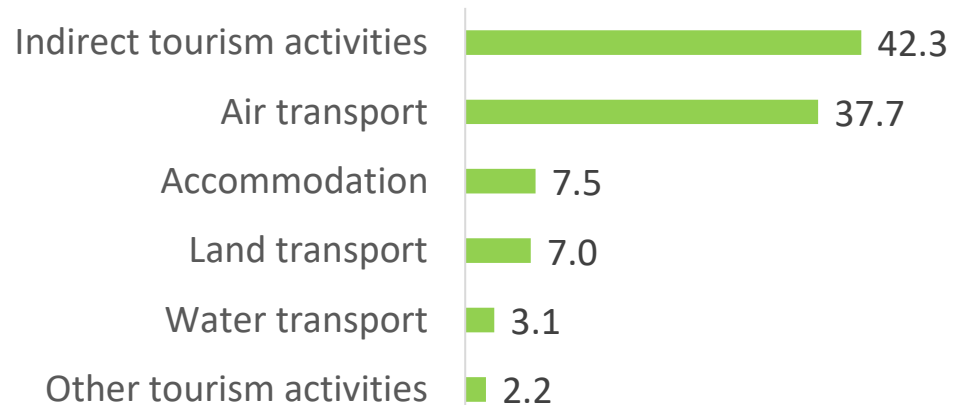
GHG EMISSIONS BY TOURISM INDUSTRIES. Year 2023 (A)



ENERGY OF THE ECONOMY(%). Year 2022 (A)



ENERGY OF TOURISMS INDUSTRIES (%). Year 2022



2025 EU DGINS CONFERENCE

European tourism statistics: A forward looking and innovative response to 21st century user needs

SPLIT CONCLUSIONS

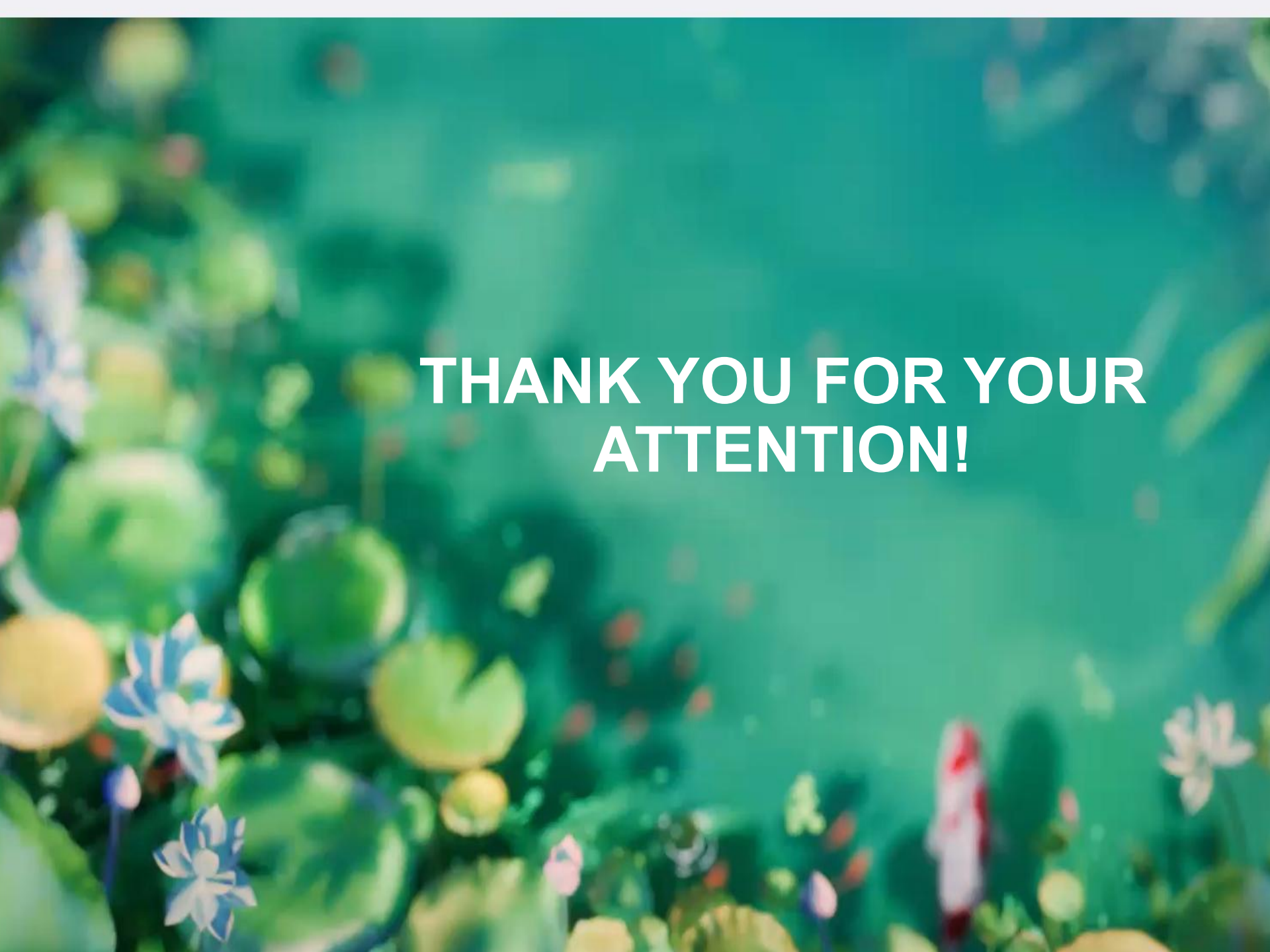
Need to modernise the European official statistics on tourism
=> economic dimension, labour market, local communities, environment. **Adaptation of EU legal basis on tourism.**

New sources and methods must continue to be explored.

Adapt statistical concepts and definitions => closer to administrative data or privately held data.

Need of Relevant indicators to measure the sustainability of tourism => economic, socio-cultural & environmental aspects.

Continue international coordination with key international partners UN Tourism and the OECD.



**THANK YOU FOR YOUR
ATTENTION!**