

Bridging macro and micro data in sustainability: The case of tourism and the ESG Framework for Tourism Businesses

United Nations Statistical Commission Side Event

Date: Wednesday 4 March 2026, 1:15 – 2:45 pm

Venue: Permanent Mission of the Kingdom of the Netherlands to the United Nations, 666 Third Avenue (between 42nd and 43rd Street), 19th floor, New York City

Please register [here](#) by Thursday, 26 February. Due to limited seating, only participants with a confirmation of registration and a photo ID will be able to access the venue.

Background

Tourism is intrinsically connected to the natural environment, local communities, and cultural heritage, making sustainability central to the sector. The *Statistical Framework for Measuring the Sustainability of Tourism* (SF-MST), endorsed by the UN Statistical Commission in its 55th session, is an integrated framework that describes the main concepts, definitions and data organization structures to guide the production of data on key economic, social and environmental aspects of tourism at national and subnational levels. Complementing the *International Recommendations for Tourism Statistics* and the *Tourism Satellite Account: Recommended Methodological Framework*, the SF-MST moves beyond economic measures for a more holistic measurement of tourism that includes also social and environmental data – thereby expanding the scope of tourism statistics.

Meanwhile, at the micro level, various initiatives on non-financial reporting and Environmental, Social and Governance (ESG) metrics have taken hold to expand the information available to companies, governments, investors, and civil society about the operations of businesses. Despite the existence of a prolific ESG landscape with diverse scopes and indicators – and a significant interest from the tourism community – there is currently no dedicated ESG framework for tourism businesses. This limits comparability, effective communication of progress, and weakens the links between business data and broader monitoring of sustainability.

Expectations on tourism enterprises to disclose environmental, social, and governance performance are rapidly rising, driven by regulators, investors, travelers, and local communities. Without a coherent, tourism-specific approach that takes into account the heterogeneity of the sector – with different industries and a large share of SMEs – tourism businesses will continue to struggle with a complex and fragmented ESG reporting landscape, limiting our understanding of the sector's sustainability trajectory.

About the ESG Framework for Tourism Businesses

The ESG Framework for Tourism Businesses aims to harmonize how tourism businesses measure and report on their ESG impacts to support a more transparent, sustainable, and inclusive future for the sector.

By linking business-level ESG reporting with the SF-MST, this initiative seeks to align micro- and macro-level sustainability measurement and support data integration across the sector to ultimately strengthen the evidence base for assessing the sector's progress and supporting more coherent policy action.

The initiative towards an ESG Framework for Tourism Businesses is developed under the auspices of the UN Tourism Committee on Statistics, in coordination with the United Nations Committee of Experts on Business and Trade Statistics (UNCEBTS). A dedicated Expert Group will be established to support the development of the Framework, bringing together stakeholders across national statistical offices, tourism authorities, tourism businesses and associations, financing institutions, and academia. The initiative is developed with sponsorship by easyJet holidays and Booking.com.

About the event

This side event, held in the framework of the 57th session of the UN Statistical Commission, is jointly organized with the UNCEBTS and with the support of Statistics Netherlands and the Permanent Mission of the Kingdom of the Netherlands to the United Nations.

The event will bring together NSOs, international organizations, and private sector representatives to highlight the relevance of developing a globally coordinated ESG Framework for Tourism Businesses grounded in statistical principles and aligned with international standards. In this context, the global statistical community can play a central role in guiding the production of robust, comparable, and policy-relevant data.

This side event will:

- Present the global initiative to develop an ESG Framework for Tourism Businesses and discuss how this work aligns with, and can extend, relevant statistical initiatives, providing a bridge between official statistics and enterprise-level reporting.
- Engage with the global statistical community on the foundations needed to ensure coherence, comparability, and quality when it comes to business ESG reporting.
- Discuss opportunities to strengthen measurement through more coherence across macro and micro levels.
- Discuss the role of the private sector, especially tourism enterprises and industry associations, in supporting the generation of high-quality sustainability data.

Agenda

1:00 – 1:15 pm Arrival

Facilitated by: Clara van der Pol, Director a.i., Statistics, Standards and Data, UN Tourism

1:15 – 1:25 pm Welcome

- Frans van der Straaten, Counsellor Sustainable Development, Permanent Mission of the Kingdom of the Netherlands to the United Nations

1:25 – 1:45 pm Setting the scene

- Julian Chow, Chief, Business Statistics Section, UNSD, and UNCEBTS Secretariat
- Presentation on the ESG Framework for Tourism Businesses by Leandry Moreno, Programme Officer, and Anna Garbarczyk, Senior Project Specialist, UN Tourism

1:45 – 2:20 pm Panel discussion

Moderated by Angélique Berg, Director General, Statistics Netherlands

- Elena Manzanera, President, National Statistical Institute (INE), Spain
- Matt Callaghan, Chief Operating Officer, easyJet holidays
- Sarah Hudgins, Head of Public Affairs for the US & Americas, Booking Holdings

2:20 – 2:30 pm Q&A

2:30 – 2:45 pm Networking

Light lunch will be served.

Please note that photography might take place during the event.

With sponsorship by:



Booking.com