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# MEASURING REGIONAL TOURISM AND TOURISM'S ENVIRONMENTAL IMPACT IN THE NORDICS

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# TOURISM STATISTICS 2.0

*Big and expensive project that can give:*

New data/analysis that we've been missing

More precise estimates and granularity we didn't think was possible

Short delivery time for data

Lower cost in the long term

Nordic harmonization on regional/municipal level

- 30 percent higher tourist effects!



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# IMPLEMENTATION

## TSA at municipal level

- To be published 2024
- Big Data partially replace sample surveys

## Surveys at lower costs

- Smaller sample size
- Includes no questions about tourist expenses

## Total savings in Sweden: € 100K per year

- Reduced costs of survey: - € 180K per year
  - Big data renewal cost: + € 80K per year
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# THE MODEL

95%

$$C_{tot} = (C_{Visa} + C_{Mastercard}) * \partial_{Nets} * \partial_{PTP} * \partial_{Cash} + C_{Travel\ agencies}$$

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# USUAL ENVIROMENT

VISA



MASTERCARD





# POSSIBILITES

- Granularity
- Target groups/ countries
- Monthly/ seasonal data
- Trips





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# Key Challenges

Online/ cash spend

5/50 rule

Improvements of the model

Import/Export by municipality





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# DATA QUALITY

Establish clear definitions

Increased quality over time

Quality checks

- between 1-10% divergence





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# THANK YOU

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