# The EU Tourism Dashboard

data and infrastructure

for a new policy monitoring tool

Filipe Batista, Carmelo Attardo *et al*., JRC.B.3 – Territorial Development unit

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European Commission

# In a nutshell…

The **EU Tourism Dashboard** is an **online knowledge portal** characterizing European tourism destinations in relation to their green and digital transition, and socio-economic resilience.

✓ 30+ indicators / descriptors, updated annually

✓ EU27 + CH, IS, NO, at national and regional level

✓ Web-interface

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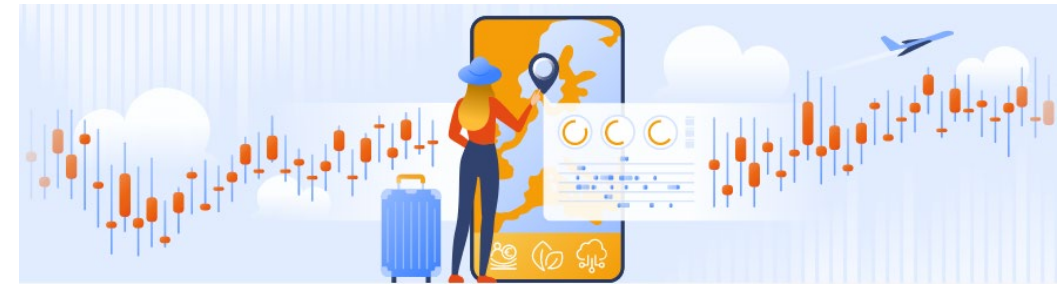


### My destination view

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

| Search for a place... | Go > |

### Indicator map view

Select an indicator 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.

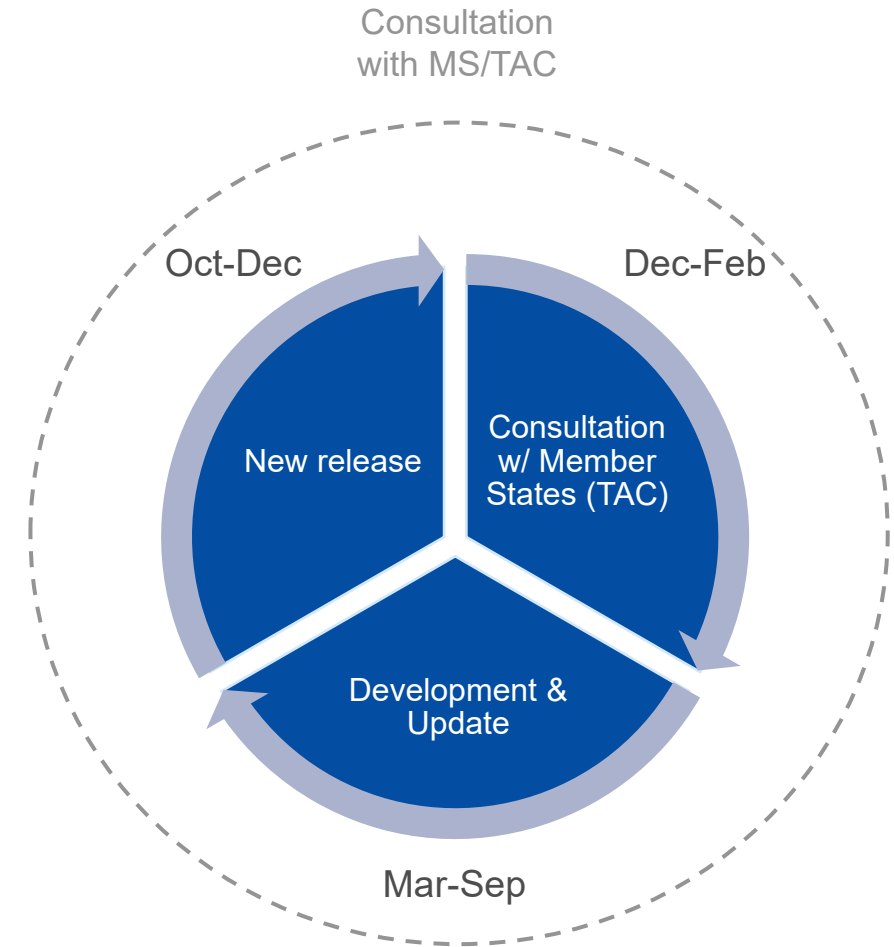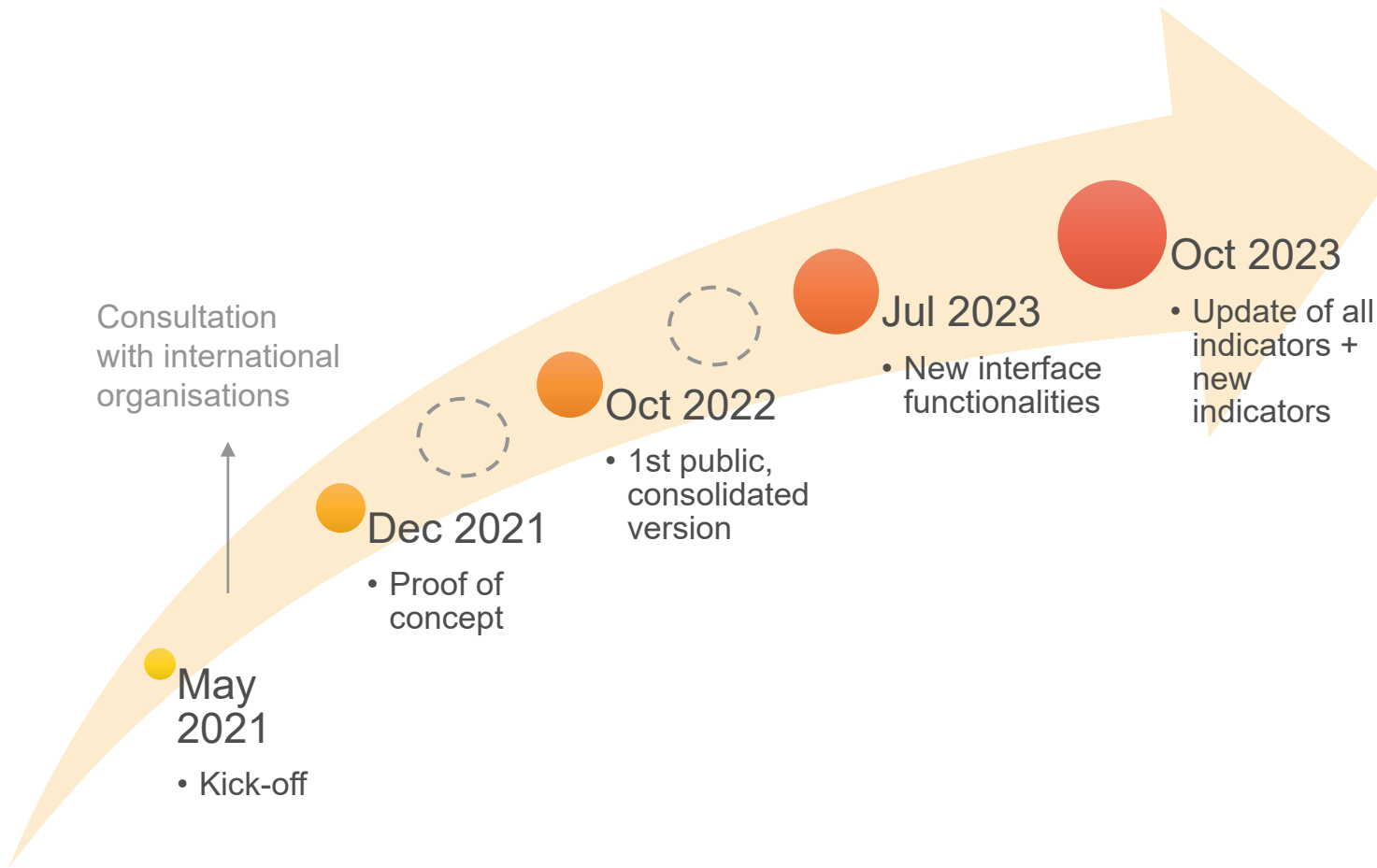| Air travel emission intensity ⌄ | Go > |

### Monthly data view

Select a country or region to visualise tourism demand statistics at high temporal resolution (data automatically fetched from Eurostat).
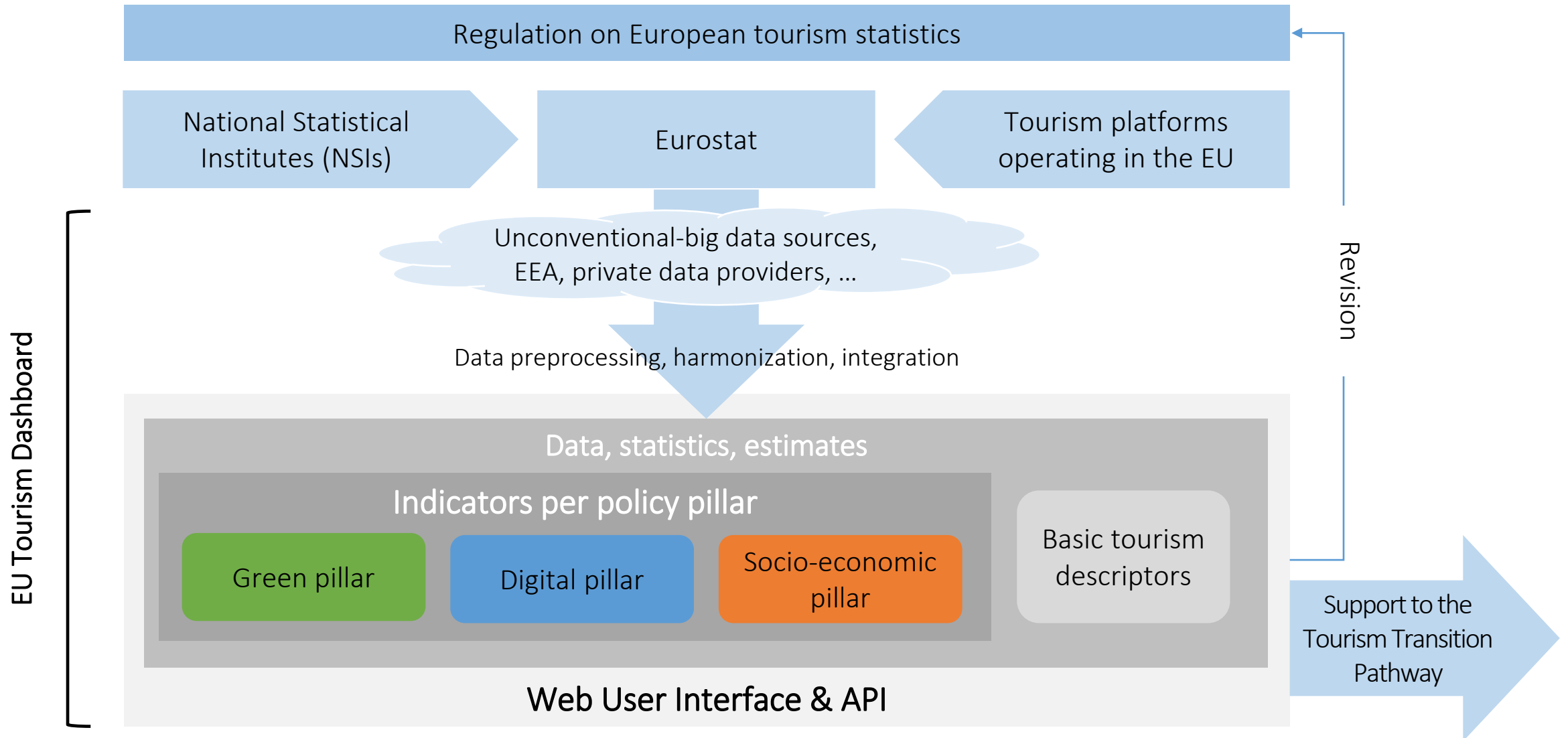
| Search for a place... | Go > |

# Policy context

- 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".

- Links to **SDGs** – Sustainable tourism.

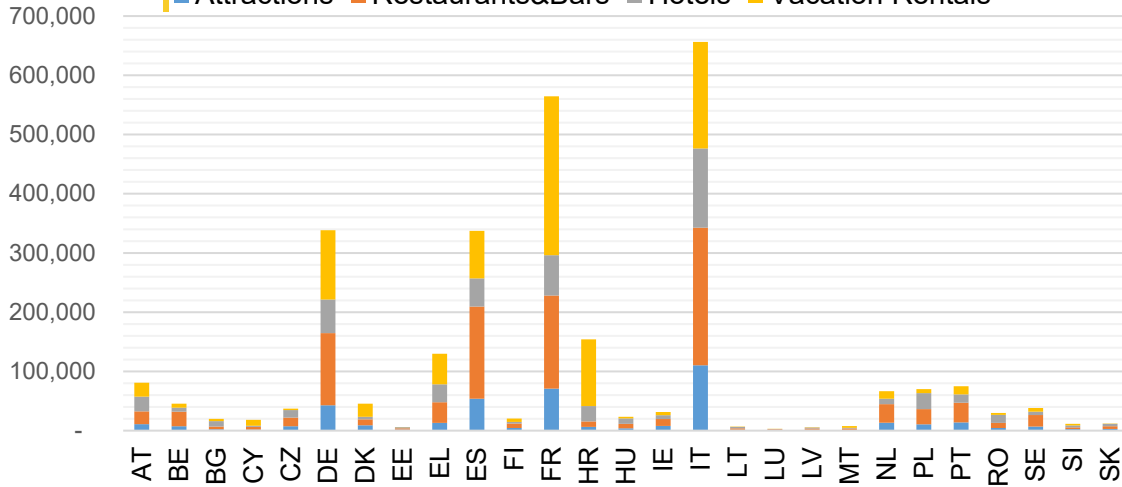European Commission

# Timeline



Consultation with international organisations

**May 2021**
- Kick-off

**Dec 2021**
- Proof of concept

**Oct 2022**
- 1st public, consolidated version

**Jul 2023**
- New interface functionalities

**Oct 2023**
- Update of all indicators + new indicators

Consultation with MS/TAC

Oct-Dec

Dec-Feb

New release

Consultation w/ Member States (TAC)

Development & Update

Mar-Sep
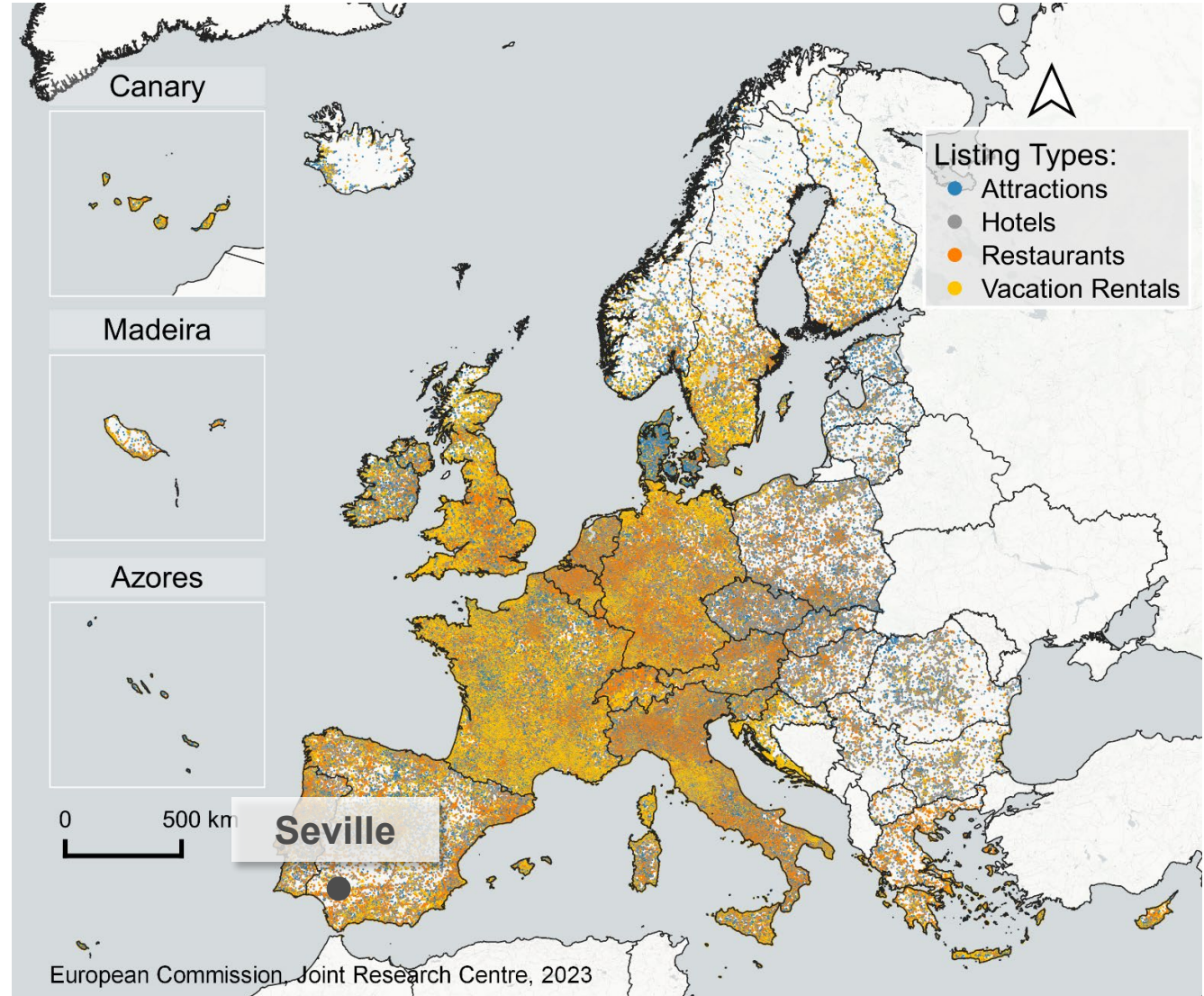
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# Conceptual framework

# Big geospatial data (TripAdvisor 2023)



## Listing types

| | |
|---|---|
| Attractions | 515,304 |
| Restaurants & Bars | 1,171,410 |
| Hotels | 592,219 |
| Vacation Rentals | 1,106,558 |
| **Total** | **3,385,491** |

## Accommodations Rooms statistics

| POI count | 1 695 378 |
|---|---|
| **Sum** | **14 596 481** |
| Mean | 8.61 |
| Std. Dev. | 23.01 |
| Min. | 1 |
| 25% | 1 |
| 50% | 3 |
| 75% | 6 |
| Max. | 536 |

European Commission, Joint Research Centre, 2023

# Big geospatial data (TripAdvisor 2023)



Stacked bar chart — Attractions, Restaurants&Bars, Hotels, Vacation Rentals — by country (AT, BE, BG, CY, CZ, DE, DK, EE, EL, ES, FI, FR, HR, HU, IE, IT, LT, LU, LV, MT, NL, PL, PT, RO, SE, SI, SK)

## Listing types

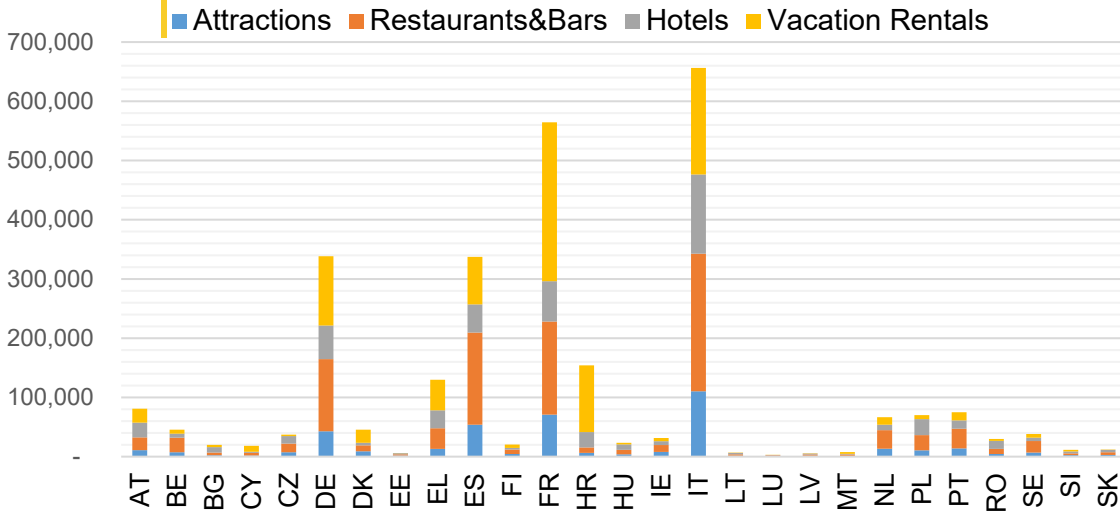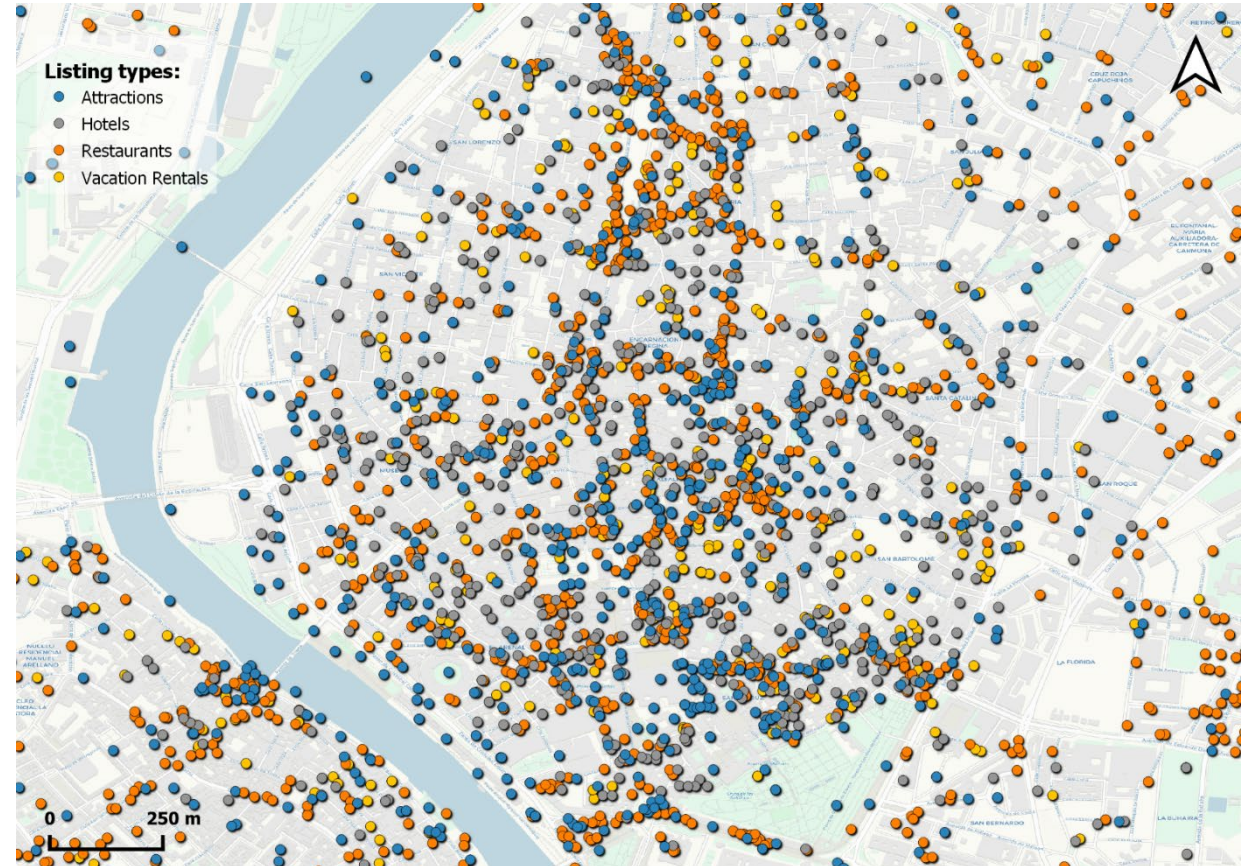| Listing types | |
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**High-resolution data:**
- Increase tourism and territorial knowledge.

**New indicators:**
- Disaggregate current indicators derive new ones.

**Aditional fields:**
- Rooms, reviews, prices, keywords, etc.

# Indicator framework

## Environmental impact

- Air travel emission intensity
- Tourism GHG intensity
- Tourism energy intensity
- Share of trips by train
- Excellent bathing water
- Dependence on distant origins
- **Adoption of ecolabels**

## Digitalisation

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

## Socio-economic vulnerability

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

## 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**

# 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:

People, institutions, governance

Methods, standards

Hardware, software

Data

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# An effective knowledge sharing platform (1)

Specific elements considered in the ETD concerning the **data and indicator framework**:

- ✓ <u>Semantic interoperability</u>: anchor to established definitions, e.g., Eurostat tourism glossary, GROW's tourism ecosystem definition, NACE, Tourism Satellite Accounts (TSA).

- ✓ <u>Geographic nomenclature</u>: use of NUTS nomenclature for definition of geographical statistical units.

- ✓ <u>Documentation</u>: provide sufficient policy and methodological background and descriptions of indicators.

- ✓ <u>Completeness and comparability</u> of indicators across covered countries, for a predefined time-series.

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# An effective knowledge sharing platform (2)

Specific elements considered in the ETD concerning **IT aspects**:

- ✓ <u>Multiple data sharing modes/channels</u>: appealing and relevant visualization solutions for data being displayed, auto-generated printouts, download buttons, API.

- ✓ <u>Standard and popular data formats</u>: csv, json, pdf.

- ✓ <u>Standard services/protocols</u>: open API, web mapping service (WMS).

- ✓ <u>Development</u>: modular programming.

- ✓ <u>Hosting</u>: adequate solution (provided at EC level).

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# Thank you

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