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

Amanda Stenström





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!

IMPLEMENTATION

TSA at municipal level

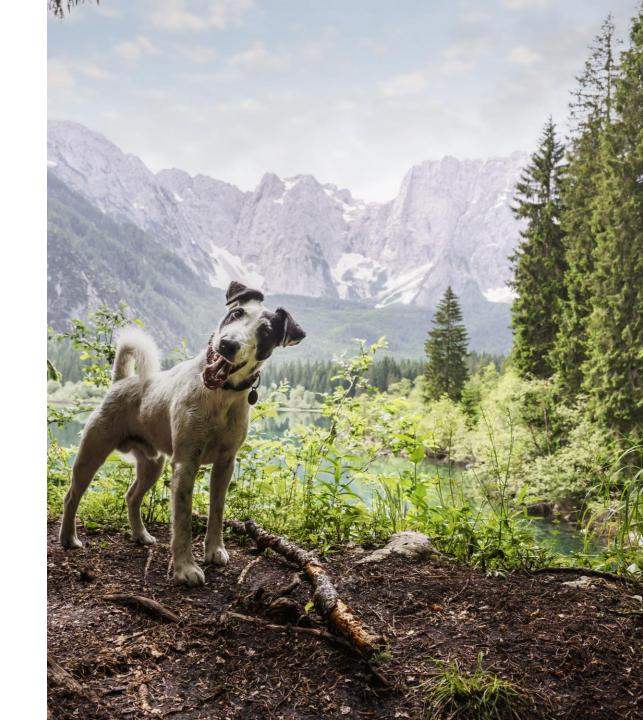
- To be published 2024
- Big Data partially replace sample surveys

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



THE MODEL

95%

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

USUAL ENVIROMENT

VISA



MASTERCARD



POSSIBILITES

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















DATA QUALITY

Establish clear definitions
Increased quality over time
Quality checks
- between 1-10% divergence





THANK YOU

Amanda Stenström <u>amanda.stenstrom@tillvaxtverket.se</u>