Committee on Statistics and the Tourism Satellite Account

Seventheenth meeting
UNWTO Headquarters, Madrid, Spain
24-25 January 2017
“European Regions measuring sustainable tourism for effective policy making”
NECSTouR PERMANENT SECRETARIAT
CRISTINA NÚÑEZ
Tourism policy at the heart of the EU agenda

4 Goals:
1. Positioning NECSTouR model
2. Raise the profile of Tourism in EU
3. Reinforce the role of Regions
4. Mainstream EU Funds for Tourism

32 Regional authorities
Portugal: Alentejo, Algarve
France: Provence-Alpes-Côte d'Azur, Région Occitanie, Île-de-France
Italy: Emilia Romagna, Puglia, Tuscany, Veneto, Piemont, Trento, Sardegna
Spain: Catalunya, Islas Baleares, País Vasco, Andalucía, Galicia, Valencia, Canarias
United Kingdom: Cornwall, Scotland
Belgium: German-speaking Community of Belgium Region, Flanders, Limburg, Wallonia
Bulgaria: Gabrovo (Tryavna)
Switzerland: Valais Region
Sweden: Region Västra Götaland
Croatia: Istria
The Netherlands: Limburg
Denmark: Ringkøbing-Skjern Municipality
WORKING GROUPS

EU FUNDS

DIGITAL PLATFORMS

CULTURAL TOURISM & SUSTAINABILITY

ETIS

SMART DESTINATIONS

INNOVATION, SKILLS & EDUCATION

NECSTourR Model:
Social Dialogue – Competitiveness – Measurability
ETIS sustainability & fostering Tourism relevance

Indicators and ETIS

“We cannot manage what we cannot measure.” Indicators to measure the sustainability performance of destinations are at the core of NECSTourR.
Sound figures for EU Tourism Governance

Official statistics
Measure the investments impact
Solve information gaps
Cross-sectorial perspective
NECSTouR working groups
Regional policies and lobby EU agenda
NECSTouR Regions bottom up

Strategic Alliances

Official statistic bodies –
UNWTO Network of Observatories
INROUTE
OECD
EUROSTAT
PILOT TEST
Collecting data for feasible subnational indicators based on official statistics
Benchmark results
Comparable-homogeneous-coherent indicators

JOIN US!
Joint event on sustainable tourism development goals with measurability as a cross-cutting component
Thank you!
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