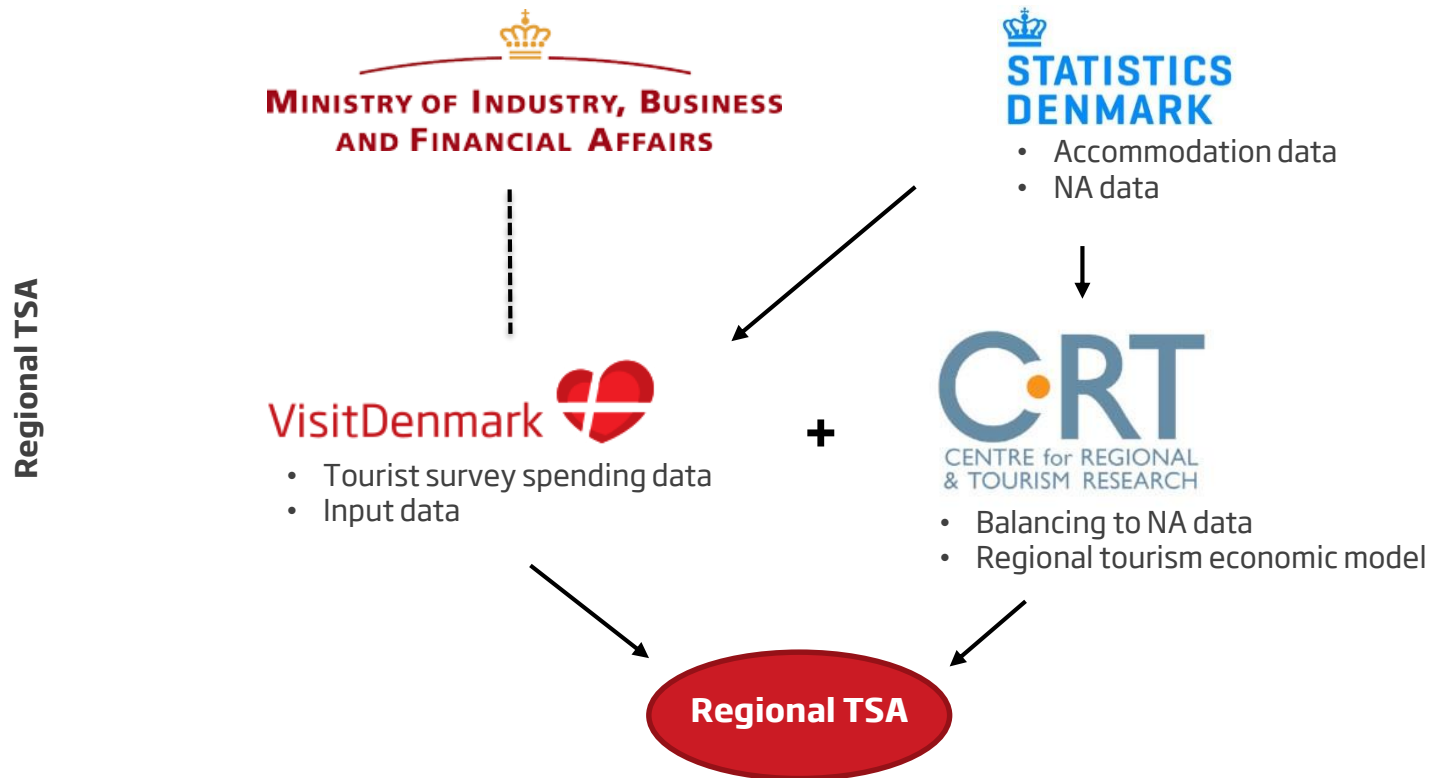


How to use TSA data for tourism policies in Denmark

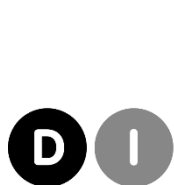


- Intro to the Danish Regional TSA
- How to use TSA data for tourism policies
 - National 2025 plan for tourism
 - Municipal election
 - Destination development of tourism products and planning of initiatives
- Topics for discussion

Danish RTSA and political interests



Industry organizations, destinations and other stakeholders



Confederation of Danish Industry



DANSK ERHVERV

CONFEDERATION OF DANISH ENTERPRISE



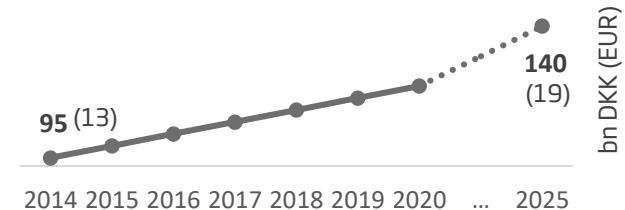
HORESTA

Feriehusudlejernes
Brancheforening



2025 plan for tourism in Denmark

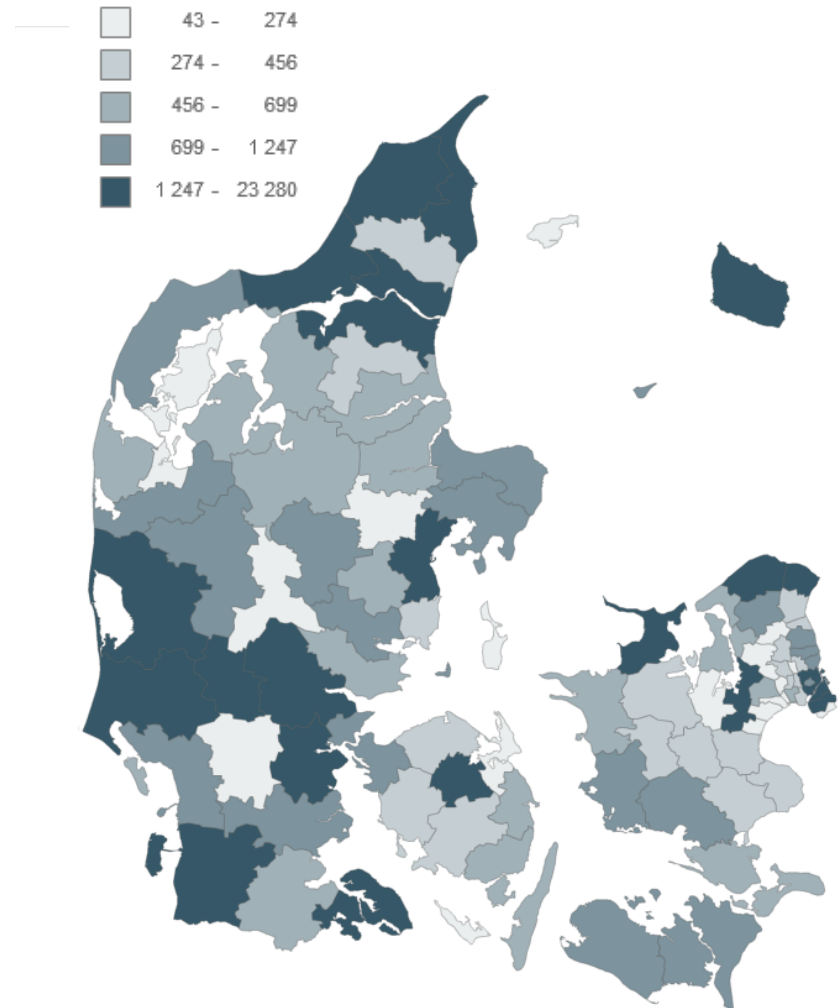
- Tourism spending should grow by
 - 45 bn DKK (6 bn EUR) from 2014 to 2025
 - Market expectations of 3 percent growth a year in overnights
 - Ambition of a higher average daily spending by 10 percent
- The strategy sets up political initiatives to complete the goal
 - A good framework for growth to keep market shares and be competitive
 - Improve tourism products
 - Digital infrastructure
 - Increase the knowledge of Denmark
- Initiatives already made
 - More beneficial conditions for owners of summer houses when renting out
 - Increased and permanent funding to promote coastal tourism in Denmark



Municipal election in Denmark

- Stakeholders are involved in RTSA data
- *Confederation of Danish Enterprise* is sharing the RTSA data
- An [online municipal dashboard](#) is available up to the municipal election 21th of November 2017
- Tourism consumption (per capita) can be chosen among other areas
- The idea is to give an overview to politicians or citizens

Absolute importance
Tourism consumption 2015,
mn DKK

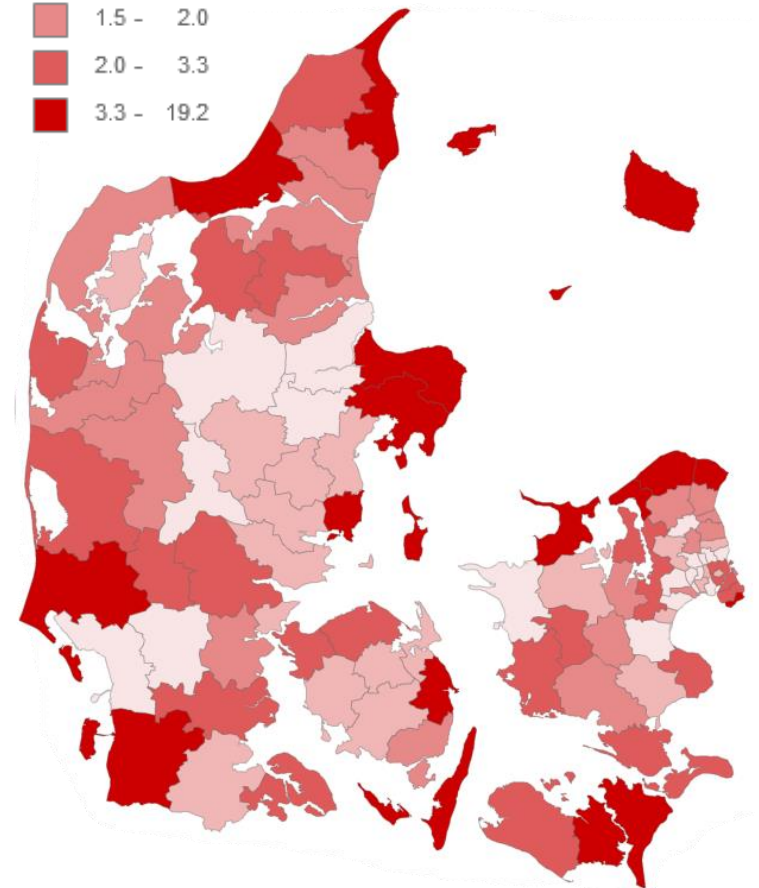
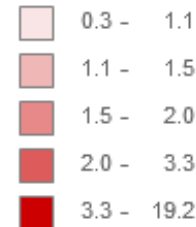


Regional tourism cooperations in Denmark

- Municipal level figures of
 - tourism consumption
 - jobs created
 - value added
 - tax income
- Regions, destinations and municipalities work in order to
 - develop local tourism products
 - attract visitors through marketing and other initiatives
- We made 15 destination reports of the local economic impact of tourism this year
- The highly appreciated reports are used as
 - input for planning
 - a tool to put tourism on the political agenda / lobby
 - fundraising

Relative importance

*Tourism share of total production
2015, pct.*



Topics for discussion



- Arguments for tourism on the political agenda
- Construction of the RTSA
 - How can we make TSA internationally comparable?

Thank you for your attention!

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