18th Meeting
UNWTO Committee on Statistics and the Tourism Satellite Account

Investing in the European Tourism of Tomorrow

Ana Moniche Bermejo
Regional Government of Andalucía
And
NECSTouR

The network of European Regions for a Sustainable and Competitive Tourism
35 Regions
68 Members from 18 EU countries

1 out of 3 EU nights spent in regular accommodation establishments for visitors are in NECSTouR regions
EU Tourism Governance and the role of NECSTouR

EU regions have competence on Tourism
EU policies designed for Country Members
EU policies on tourism limited by subsidiarity principles

Critical role of Regions for Tourism Governance in the European Union

SMART SPECIALISATION PLATFORM

Digitalisation and Safety for Tourism
Consortium hosted and supported by NECSTouR

GOALS

• To strengthen tourism industries in the EU
• To reinforce the regional innovation capacity
• To facilitate investments based in regional innovation ecosystems
• Preparation of new generation of EU Funds post-2020
Access to Data investment project
Access to data

Rationale

- SME’s and destination needs + attractive for private investment
- Fostering joint management
- Skills for the use of data for SME’s
- A better European Tourism Statistical Governance

Access to data

Priorities for investment

- Identifying needs and best practices for new phenomena: sharing economy, accessibility.
- Overcome Big data and traditional data conflict
- System of indicators where official statistic play a critical role
- Integration of other sectors’ statistics
- Local level relevance
- Importance of “user friendly” interface
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THANK YOU!!