Monthly Tourism Statistics

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Why do we care about seasonality?
Role of official statistics

- Economic and social impact - short term
  - High season: Positive economic contribution to local economy; Shortage of labour, more local services (ranging from tourist office and bus services to police presence and garbage collection);
  - Low season: seasonal (un-)employment (turnover of staff); unused infrastructure

- Environmental impact – short term
  - Overcrowding, noise and other types of pollution, sustainable usage of environmental resources

- Economic, social, and Environmental impact - long term
  - Investment in infrastructure, skills, mobility;
  - initiatives to reduce seasonality.

- Official Statistics: Support for developing tourism policies and initiatives
  - Provides trends and seasonality at level of national and regional destinations
  - *Not Destination [day-to-day] Management*
New in Regulation from 2021

Current

• Nights spent at tourist accommodation establishments - monthly data (by type of establishment, (non-)residents)
• Arrivals at tourist accommodation establishments - monthly data (by type of establishment, (non-)residents)

As of reference year 2020, also:

• Nights spent at tourist accommodation establishments at NUTS 2 regional level by reference month – (residents/non-residents; first release autumn 2021)
Short-stay accommodation offered via online collaborative economy platforms

- Experimental statistics using data collected via four major booking platforms (Airbnb, Booking.com, Tripadvisor, and Expedia Group) acting as intermediaries
  - Monthly data available for 2018-19; 2020 data expected in autumn 2021

- NB: *Non-additive* with regular statistics on tourism
  - Regulation: scope *at least* establishments having 10 (or 20) or more bed places
  - Experimental statistics: NACE 55.2 (*NOT* Hotels; Guesthouses; Motels; Campsites)
  - => *Not additive*
Thank you

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