Algarve Sustainable Tourism Observatory (AlgSTO)

INSTO Webinar "Economic Benefits", April 28th, 2022

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Agenda

1. The Algarve Sustainable Tourism Observatory (AlgSTO): Establishment, objectives and structure

2. Regional economic benefits from tourism

3. Measurement experiences: currently available indicators and additional indicators to be collected in a near future
1. The Algarve Sustainable Tourism Observatory (AlgSTO): Establishment, objectives and structure

*The AlgSTO establishment*

- Memorandum of understanding for the establishment, facilitation, operation and recognition by the WTO of the AlgSTO in 2019 among the following entities, which become the AlgSTO’s founder members:
  - The Algarve Regional Tourism Board (RTA-Algarve);
  - The Algarve Regional Coordination and Development Commission (CCDR-Algarve);
  - The University of Algarve (UAlg);
  - The Tourism of Portugal (TdP);

- Official establishment of the AlgSTO and its bodies in 2021
1. The Algarve Sustainable Tourism Observatory (AlgSTO): Establishment, objectives and structure (Cont.)

**The AlgSTO’s objectives**

1. To study, analyze and monitor the tourism performance in terms of sustainability;
2. To anticipate future trends for the Algarve;
3. To contribute to the objectives of the 2027 Tourism Strategy on sustainability;
4. To provide regional stakeholders and the public with detailed information.

**The AlgSTO’s structure**

![Diagram showing the structure of the AlgSTO with Advisory Council, Executive Council, Scientific Council, Technical Unit, and Local Working Group connected]
2. Regional economic benefits from tourism

Number of nights in tourist accommodation establishments per month. Algarve, 2012-2021

Source: Tourism of Portugal.
2. Regional economic benefits from tourism

Share of Algarve’s GVA in accommodation, food and beverage services in Algarve’s total GVA. Algarve, 2010-2019

Source: Statistics Portugal (INE)
2. Regional economic benefits from tourism

Direct employment in tourism as a percentage of total employment. Algarve, 2010-2019

Source: Statistics Portugal (INE); Own calculation.

The Algarve Sustainable Tourism Observatory (AlgSTO)
3. Measurement experiences: currently available indicators and additional indicators to be collected in a near future

Current indicators:

➢ Number of nights in tourist accommodation establishments, per month
  
  *Source: Tourism of Portugal*

➢ Relative contribution of tourism in the region to the regional and national economy
  
  *Source: Statistics Portugal (INE)*

➢ Average stay of tourists
  
  *Source: Statistics Portugal (INE)*

➢ Labor productivity in tourism activity
  
  *Source: Statistics Portugal (INE)*

Indicators with ongoing data collection:

➢ Number of nights in tourist accommodation establishments, per month;

➢ Contribution of tourism to the regional and national economy;

➢ Average stay of tourists;

➢ Labor productivity in tourism activity;

➢ Average daily expenditure per tourist;

➢ Market share of the main source markets;

➢ Diversity of markets of origin;

➢ Tourist arrivals by month (or quarter) and by market.

➢ Direct employment in tourism as a percentage of total employment in the region;

➢ Seasonal employment as a percentage of direct employment in tourism in the region;

➢ Skilled employment as a percentage of direct tourism employment in the region;

➢ Average monthly wage of direct tourism employment;

➢ Occupancy rate in tourist accommodation establishments, per month;

➢ Seasonality rate;
Final Note

1. “The Economic Benefits” indicators are part of the MONITUR system (2021-2023) to measure and monitor the sustainable development of tourism in the Algarve region.

2. Based on MONITUR system, The Algarve Sustainable Tourism Observatory is implementing the participation of stakeholders in its bodies, establishing roles and responsibilities.

3. For those indicators without information available some surveys and inquiries namely to tourists, residents and firms are in preparation.

The Algarve Sustainable Tourism Observatory (AlgSTO)
Thank you

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