UN Tourism and WTCF Advance Data-Driven Approach to City Tourism

Berlin, Germany, 6 March 2024 - UN Tourism and the World Tourism Cities Federation (WTCF) have launched a new report highlighting the need to measure the social and environmental impact of tourism on urban destinations.

The report assesses into the current situation and challenges of tourism data at the city level. The analysis will help advance the creation of global database of urban tourism, enabling better understanding and benchmarking of its size and value, both globally and by region.

More and better data needed

The new report provides an overview of the current situation of tourism data collection and reporting in 22 destinations in Africa, the Americas, Asia and the Pacific, Europe and the Middle East. The study:

• Identifies existing indicators and relevant data, highlighting the efforts taken to pave the path towards a creation of a global urban tourism database.

• Addresses the importance of measuring impacts beyond the economic factors and adding the socio-cultural and environmental dimensions of city tourism.

• Provides an overview of the potential use of big data for measuring urban tourism, including the main challenges, with a view to enhancing key elements of a smart destination including technology and governance.

The report was launched during the 2024 edition of the leading global travel and tourism trade fair, ITB Berlin

Towards a global urban tourism database

UN Tourism, with the support of the the United Nations Statistics Division (UNSD), the International Labour Organization (ILO) and other parties, is leading the development of a Statistical Framework for Measuring the Sustainability of Tourism (SF-MST). This will develop a common approach to building harmonized data at the national and subnational level to support the analysis of tourism activity and its sustainability at all scales.
To date, the UN Tourism International Network of Sustainable Tourism Observatories has played a crucial role in helping destinations in its endeavours towards monitoring and evaluating the economic, environmental and social impacts of tourism fostering sustainable tourism practices locally and globally.

Related Links:

“Quantifying tourism in city destinations: Towards a better understanding of urban tourism”
Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)
UN Tourism International Network of Sustainable Tourism Observatories
ITB 2024
Urban Tourism