Data needs of tourism destinations from a personal user's point of view

Big Data Enabling Tourism Competitiveness
8 March, 2021
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The NIT – and why I am talking to you (I think …)

» Insights for tourism (destinations, administration, policy, industry)

» Local, regional, national, international

» Independent, privately organised (no regular funding), public shareholders

» Data driven –
not focussed on a particular instrument

» We are very open and interested in new data sources but at the same time very critical.

» We need to understand the way data is produced and try to reproduce them –
we have very much the quality and applicability of the data in mind.

# Using and producing (and testing) data to measure tourism

Demand side data
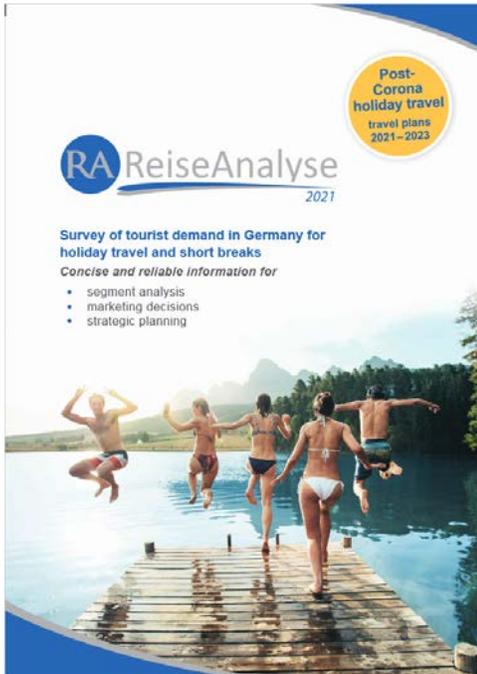
Passive mobile data

Platform data
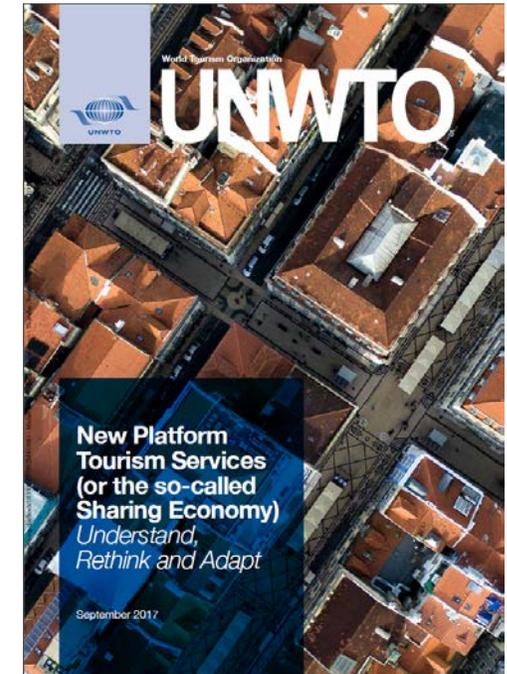
» Accommodation statistics (complete regional tourism accommodation capacities incl. <10 beds)

» Economic impact of tourism (local, regional level)

» Sustainability / Overtourism (e.g. resident surveys)

Data needs of a tourism destination – in a world that is becoming faster and more complex

Supply / Capacities

Demand / arrivals / nights spent

DESTINATION

Organisation performance

Travel behaviour

Customer Satisfaction

Travel planning

Interest, Motivation, Image

Economic Impact

Labour market

Resident sentiment

Sustainability

… we need to adapt our tools …

… and then choose and wisely …

OWN DATA

OFFICIAL DATA

COMMERCIAL DATA

» **For destination organisations**: Build your own "data ecosystem" according to your needs, priorities and budget

» **For NSIs**: NSIs do not need to have all the tools in their hands, NSIs should focus and prioritise

» **For all stakeholders**: Talk, exchange, learn about the needs and innovate

NSI data should be data we can trust

Neutrality

Quality

Reliability /
knowing the biases

Timeliness

Coverage / granularity

Comparability /
harmonisation

WORLD STATISTICS DAY
20.10.2020
CONNECTING
THE WORLD
WITH DATA
WE CAN TRUST

Need to combine data of different sources

Entwicklung 2020:
Übernachtungen von Inländern in Schleswig-Holstein

JAN-NOV
SH: -1
Kiel: -3
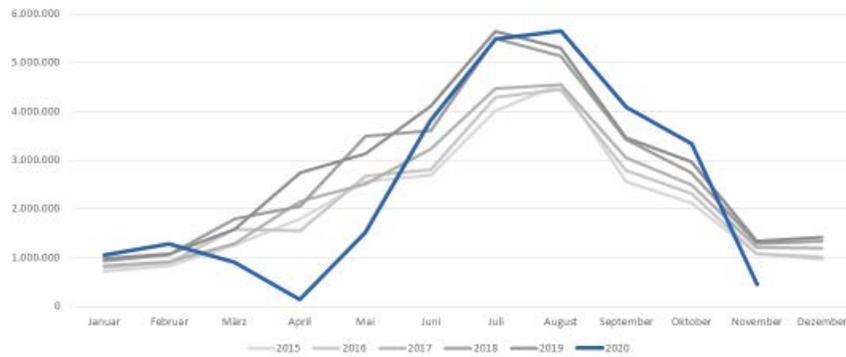
Übernachtungen von deutschen Gästen in Betrieben ab 10 Betten in Schleswig-Holstein; einschließlich Campingplätzen (Touristik-Camping) ab 10 Stellplätzen;
Datenquelle: Monatsberichte zum Tourismus, Statistisches Bundesamt, abgerufen am 18. Januar 2021

Ability and desire to travel in the next 12 months
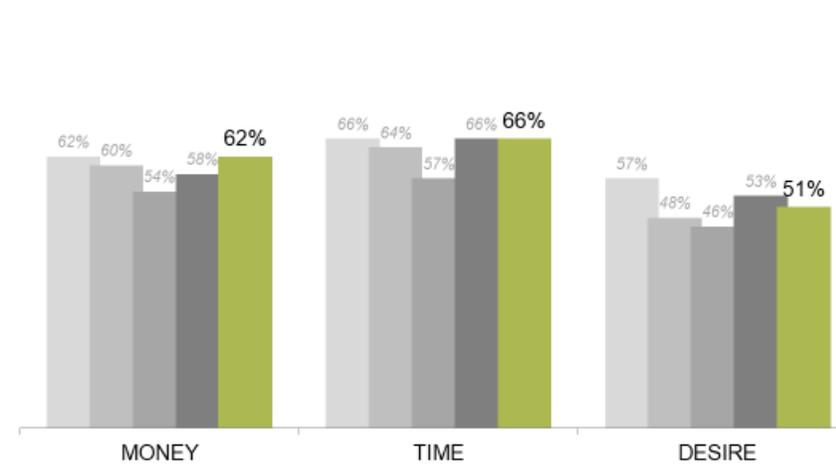
- Nov 2019
- Mai 2020
- Jul 20
- Sep 20
- Nov 20

Only 16% do not want to travel in the summer

MONEY: 62% 60% 54% 58% 62%
TIME: 66% 64% 57% 66% 66%
DESIRE: 57% 48% 46% 53% 51%

Question: What about [...] your holiday plans? Here you can see statements about holiday trips [...].
Basis: German-speaking population 18-75 years; source: RA 2021, Corona Recovery Module 09/2020 and previous studies

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» **Need to understand what will happen in the future**

» **If a trend is not clear, work with scenarios**

» **You will need data from different sources for forecasting and modelling the future**

Learnings from working with new data sources for tourism statistics

NIT
NEW INSIGHTS FOR TOURISM

Passive mobile data (in Germany) & platform data

» New data sources add to the toolbox on how to measure tourism

» They make it possible to measure aspects of tourism that you could not measure before, which are interesting in some contexts (e.g. booked flight seat trends)

» Often they seem cheaper, more complete and more timely as the established instruments

» BUT in our experience, they are at closer look often not as "shiny as they appear".

» There are still big concerns regarding availability and continuity of the data …

» … and even bigger ones regarding reliability and long-term trustworthiness.

» You should really take a very close look and not be blinded by the fact that they appear new and modern.

» In our experiences so far, they are not suitable to replace data collection for tourism statistics (at least not on a European level).

» *Publication 2020: Opportunities and limits of passive mobile data for tourism https://doi.org/10.1016/j.jdmm.2020.100481*

Personal conclusion & wishes for official tourism statistics

Accommodation statistics

» Better granularity: Arrivals/bednights NUTS 3 & cities, originating regions of arrivals

» Better timeliness

» Better coherence between different statistical data sources

» Better completeness: Enterprises <10 beds

» Reporting unit = Enterprise

» Digital solutions etc. to ensure a complete and fast reporting of the enterprises

» Forecasting models?

» Addition: Platform data etc. for the <10 beds

» Precise definitions needed (e.g. a booking is not the same as an arrival, a moving mobile device is not a tourist)

Demand statistics

» Usability / Deployment of statistical data

» Better timeliness

» Personal issue of "trust"

» SPSS file of data for users

» Now I look at 2016 data …

» Examples of usage

Personal priorities for official tourism statistics

1.
Accommodation statistics are key – keep up the good work and try to improve

2.
Keep your eyes open for new methodologies, additional insights – but not in conflict with 1.

3.
Discussion about concepts and definitions to keep track of what's relevant in tourism today

Personal vision of how destinations can work well with data

1. Know about your questions	**2.** Know about your priorities and limitations	**3.** Choose data sources wisely and always cooperate

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Thank you!

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