



COMMITTEE ON STATISTICS AND THE TOURISM SATELLITE ACCOUNT

Eighteenth meeting

UNWTO Headquarters, Madrid, Spain
27-28 February 2018

Final Agenda

Tuesday, 27 February

- 09:00 - 9:30 **Registration and Group picture in UNWTO lobby**
- 9:30 - 10:30 **1. Welcome by Mr. Zurab Pololikashvili, UNWTO Secretary General**
- 2. Statement by the Chairs**
- 2.1. Co-Chair: *Mr. Peter Laimer*, Vice Director of the Directorate Spatial Statistics, Statistics Austria
- 2.2. Co-Chair: *Ms. Beatriz Marco*, Deputy Director General for Knowledge and Tourism Studies, Tourism Institute of Spain (Tourspain)
- 2.3. Vice Chair: *Mr. Giorgi Bregadze*, Head of Research and Planning Department, Georgian National Tourism Administration, Ministry of Economy and Sustainable Development of Georgia
- 10:30 – 13:00 **3. The increasing relevance of tourism statistics in the era of SDGs**
- 3.1. Manila Call for Action on Measuring Sustainable Tourism ([doc](#)) ([ppt](#)) ([video](#)) and UNWTO General Assembly Resolutions ([doc](#)) – *Mr. Rolando Cañizal*, Undersecretary, Department of Tourism, the Philippines
- 3.2. How the Committee reinforces UNWTO's statistical mandate and responsibility as a UN Agency ([doc](#)) ([ppt](#)) – *Mr. Peter Laimer*, Vice Director of the Directorate Spatial Statistics, Statistics Austria and *Ms. Clara van der Pol*, Coordinator, Statistics, Trends and Policy Programme
- 3.2.1. UNWTO Report to the United Nations Statistical Commission ([doc](#)): TSA and MST as UNWTO's response to monitor tourism in the SDGs
- 3.2.2. Decisions ([doc](#)) taken note of in Economic and Social Council resolutions ([doc](#))
- 3.2.3. Lunchtime Seminar *Accounting and Statistics for Sustainable Tourism* ([link](#))
- 3.2.4. Monitoring of the SDGs in the Philippines ([ppt](#)) – *Ms. Vivian Ilarina*, Philippine Statistics Authority (former co-Chair of the IAEG-SDG)

(incl. coffee break)

13:00 – 14:30 **Lunch in UNWTO lobby**

14:30 - 17:30 **4. Measuring Sustainable Tourism (MST): A statistical initiative to support the assessment and policy of sustainable tourism**

4.1. Measuring Sustainable Tourism Initiative ([ppt](#)) – Ms. Sandra Carvao, Head of Communications, UNWTO

4.2. Measuring Sustainable Tourism – Why the interest in Canada? ([ppt](#)) – Mr. Michel Dubreuil, Destination Canada

4.3. MST Pilot Studies

4.3.1. Italy's MST Pilot Study ([ppt](#)) – Ms. Angelica Tudini, ISTAT, Italy

4.3.2. Cultural Tourism in Archaeological Zones ([ppt](#)) – Mr. Raúl Figueroa, Director of Satellite Accounts, INEGI, Mexico

4.3.3. Experimental Measurement of Sustainable Tourism Indicators Using the Input-Output Tables: the Philippine Experience ([ppt](#)) – Ms. Vivian Ilarina, Assistant National Statistician, Philippine Statistics Authority

4.3.4. Developing Environmental Measures for Tourism in the Kingdom of Saudi Arabia ([ppt](#)) – Mr. Abdulhakim Al-Babtain, Director General for Tourism Information and Research Centre, Saudi Commission for Tourism and Antiquities

4.4. Updated draft of the Statistical Framework for Measuring Sustainable Tourism (SF-MST) ([doc](#)) ([ppt](#)) – Mr. Carl Obst, Consultant, UNWTO

4.4.1. Some applications and a quick evaluation of the Statistical Framework ([ppt](#)) – Mr. Raúl Figueroa, Director of Satellite Accounts, INEGI, Mexico

4.4.2. Other input and comments by the Committee

(incl. coffee break)

20:00 **Dinner hosted by UNWTO in restaurant “[TEITU](#)”** (Capitán Haya Street, 20 - 28020 Madrid)

Wednesday, 28 February

09:30 - 10:00 **4. Measuring Sustainable Tourism (MST): A statistical initiative to support the assessment and policy of sustainable tourism**

4.5. Measuring Sustainable Tourism: Let's get started with a Toolkit ([ppt](#)) – Ms. Demi Kotsovos, Chief Satellite Accounts and Special Studies, Statistics Canada

4.6. Process ahead ([ppt](#)) – Mr. John Kester, Director, and Ms. Clara van der Pol, Coordinator, Statistics, Trends and Policy Programme, UNWTO

10:00 - 12:15 **5. Tourism's role in the economy: reflecting on a decade of TSA**

5.1. Compilation Guide for Tourism Satellite Accounts 2008 (outline [doc](#)) ([ppt](#)) – Mr. Karoly Kovacs, Chief Trade in Services, United Nations Statistics Division

5.2. Capacity Building in Tourism Statistics and TSA ([ppt](#)) – Mr. John Kester, Director, Statistics, Trends and Policy Programme, UNWTO and Technical Assistance in Statistics and the Tourism Satellite Account (TSA) ([ppt](#)) – Ms. Vanessa Satur, Programme Manager, Technical Cooperation, UNWTO

5.2.1. TSA in Egypt ([ppt](#)) – Ms. Adla Ragab, Vice Minister, Egypt

5.2.2. Wales Regional TSA 2013 ([ppt](#)) – Ms. Chen Xu, Cardiff Business School, UK

5.3. The TSA aggregate that is an indicator for SDG 8.9: how to proceed – *Mr. Peter Laimer*, Vice Director of the Directorate Spatial Statistics, Statistics Austria

5.4. Proposals for estimating Tourism Direct GDP with limited data ([doc](#)) ([ppt](#)) – *Mr. Carl Obst*, Consultant, UNWTO

(incl. coffee break)

12:15 – 12:45 6. Developing platforms for tourism statistics

6.1. Mexican System of Statistical and Geographical Information on Tourism ([ppt](#)) – *Mr. Ariel Juarez*, Director General of Information and Analysis, Secretary of Tourism, Mexico

6.2. Investing in the European Tourism of Tomorrow ([ppt](#)) – *Ms. Ana Moniche*, Junta de Andalucía and NECSTouR

12:45 – 13:15 7. Cooperation between international organizations

7.1. Data exchange between international organisations ([ppt](#)) – *Mr. August Götzfried*, Head of Unit, Business cycle, tourism and registers, Eurostat

7.2. Updates on OECD's Tourism Database and the Working Party on Tourism Statistics – *Ms. Jane Stacey*, Head of Tourism Unit, OECD

13:15 – 13:45 8. Looking at the potential of big data for tourism statistics

8.1. Eurostat/UNWTO joint overview paper on big data ([ppt](#)) – *Mr. August Götzfried*, Head of Unit Business cycle, tourism and registers, Eurostat and *Mr. John Kester*, Director, Statistics, Trends and Policy, UNWTO

8.2. Mobile Phone Data Use for Tourism Statistics in Indonesia and Estonia ([ppt](#)) – *Mr. Siim Esko*, International Director, Positium

13:45 - 14:00 9. Closing remarks by UNWTO Secretariat and Chair