



**UNWTO  
COMMITTEE ON STATISTICS AND TOURISM SATELLITE ACCOUNTS**

18<sup>th</sup> meeting  
UNWTO Headquarters, Madrid, Spain  
27-28 February 2018

**Item 6  
Eurostat/UNWTO joint overview paper  
on big data**

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**Outline of the presentation**

- **Tourism and big data**
- **The path to the joint paper**
- **Calendar**

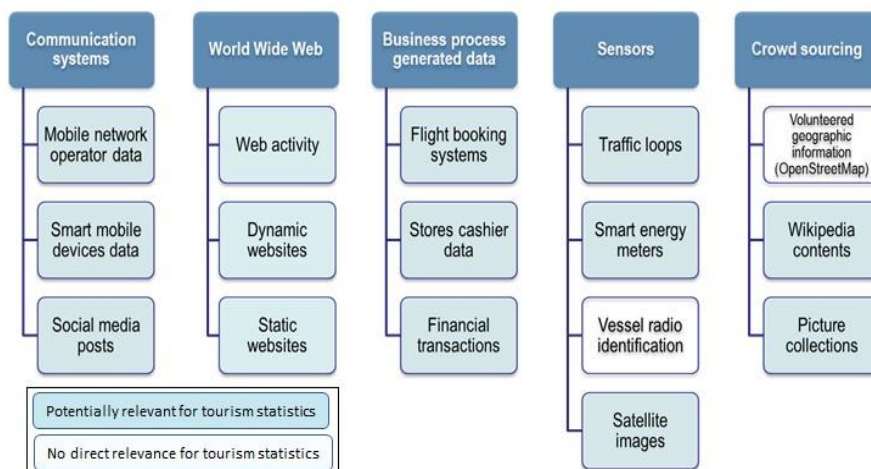
## Tourism and big data

### New data sources and data collection methods are omnipresent and part of our lives

- ⇒ People leave a digital footprint all the time (unwanted or wanted)
- ⇒ Human activity or mobility can now be captured in a way that was previously not possible with traditional methods (surveys)
- ⇒ Tourism can be seen as a 'special case' of human activity or mobility
- ⇒ Tourism statistics is seen as a frontrunner in exploring big data

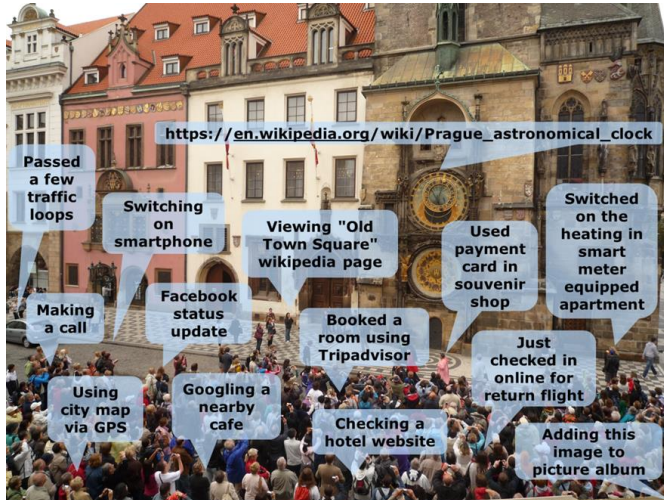
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## Taxonomy of big data sources: high relevance for tourism



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## Taxonomy of sources: the digital footprint of tourists



## The path to the joint paper

### 1. Invited presentation by Eurostat at the previous UNWTO Committee meeting (January 2017)



## The path to the joint paper

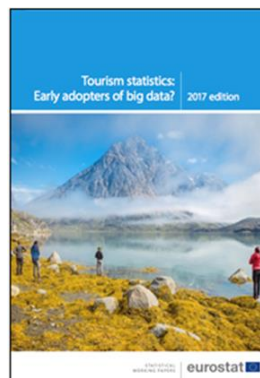
2. Invited central paper prepared by EUROSTAT for session 5 of the Sixth UNWTO International Conference on Tourism Statistics (June 2017)



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## The path to the joint paper

3. Publication of a Eurostat *Statistical Working Paper* "[Tourism statistics: early adopters of big data?](#)" (September 2017)



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## The path to the joint paper

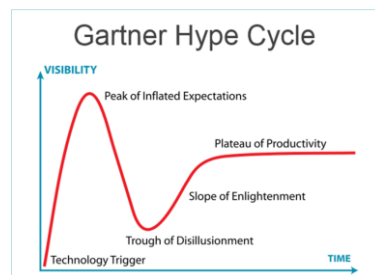
### 4. Agreement between EUROSTAT and UNWTO to re-publish the paper as a joint effort in the *UNWTO Issue Paper Series*

- ⇒ Slightly revised update of the original paper
- ⇒ Introduced by a scoping *Executive Summary*

## The path to the joint paper

### Aim:

- ⇒ Give wider and repeated visibility to the paper
- ⇒ Continued awareness raising of the potential of new data sources for tourism statistics
- ⇒ Managing expectations



## Calendar

### Nov 2017 / Dec 2017

- ⇒ **Bilateral between EUROSTAT and UNWTO to agree on structure, review process and timetable**

### Dec 2017 / Feb 2018

- ⇒ **Reviewing and updating of the paper**

- **UNWTO and Eurostat staff**
- **Destination Canada (Michel Dubreuil)**
- **Statistics Austria (Peter Laimer)**

**e.g. additional part on Canada's experience with the use of payment cards data**

## Calendar

### 27-28 Feb 2018

- ⇒ **Presentation to the *Committee on statistics and tourism satellite account***

### Mar 2018 / Apr 2018

- ⇒ **Final editing**
- ⇒ **Publication**



**Thank you for your attention !**



**Eurostat data & publications are available free of charge from the Eurostat [website](#)**