



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO/DG GROW Workshop
***Measuring the economic impact of tourism in Europe:
the Tourism Satellite Account (TSA)***
Breydel building – Brey Auditorium
Avenue d'Auderghem 45, B-1040 Brussels, Belgium
29-30 November 2017

Programme

Wednesday, 29 November

- 08:30 - 09:00 **Registration**
- 09:00 - 09:30 **1. Welcome and Opening**
Ms. Isabel Garaña, Regional Director for Europe, UNWTO
Mr. Slawomir Tokarski, Director (Dir F — Innovation and Advanced Manufacturing), DG
GROW, European Commission
- 09:30 - 10:00 **2. Introduction on the Tourism Satellite Account – Mr. Peter Laimer, Statistics Austria**
Overview of the conceptual framework and the benefits of TSA.
- 10:00 - 10:30 **3. State of affair on TSA compilation in Europe – Mr. Christophe Demunter, Eurostat**
Based on voluntary transmitted TSA indicators of several EU countries the challenges and
main results are presented.
Open discussion
- 10:30 - 10:45 Coffee break
- 10:45 - 13:00 **4. What can be expected from TSA, what not?**
The aim is to present the strengths and limitations of TSA and having an interactive
discussion with the trainers and participants.
Presentations by:
Mr. Peter Laimer, Statistics Austria
Mr. Michel Dubreuil, Destination Canada
Ms. K. Megala Kumarran, Statistics Malaysia
Open discussion
- 13:00 - 14:00 *Lunch*
- 14:00 - 14:45 **5. How to use TSA data for tourism policies?**
Various countries examples on the value and advantages of TSA for policy makers,
considering their expectations.
Presentations by:
Mr. Peter Laimer, Statistics Austria
Mr. Michel Dubreuil, Destination Canada
Ms. K. Megala Kumarran, Statistics Malaysia
Ms. Sofi Sjöberg, Swedish Agency on Economic and Regional Growth

Mr. Sérgio Guerreiro, Turismo de Portugal
Mr. Martin Fønnesbech-Sandberg, Visit Denmark
Open discussion

- 14:45 - 15:45 **6. TSA governance at national level**
Various countries examples on institutional arrangements and cooperation between TSA-compilers and users including best practices related to data dissemination.
Presentations by:
Mr. Peter Laimer, Statistics Austria
Mr. Michel Dubreuil, Destination Canada
Mr. Pavel Vancura, Czech Statistical Office
Ms. K. Megala Kumarran, Statistics Malaysia
- 15:45 - 16:00 Coffee break
- 16:00 - 17:00 **6. TSA governance at national level (Cont.)**
Presentations by:
Mr. Brendan Freeman, Office for National Statistics, UK
Mr. Nico Heerschap, Statistics Netherlands
Ms. Cristina Ramos, Statistics Portugal
Open discussion
- 20:00 - 22:00 Dinner hosted by UNWTO and the European Commission at [Tangla Hotel](#).

Thursday, 30 November

- 08:45 - 09:20 **Registration**
- 09:20 - 09:45 **7. The TSA as an anchor for expanding our understanding of tourism – Ms. Clara van der Pol, UNWTO**
Screening of the 2017 International Year of Sustainable Tourism for Development
SDGs indicators derived from the TSA
Linking the TSA and the System of Environmental Economic Accounting (SEEA)
- 09:45 - 10:00 **8. Compilation Guide for TSA – Mr. Karoly Kovacs, Chief, UNSD**
The aim is to present the ongoing work in regard to the development of a TSA Compilation Guide supported by the UN Statistical Commission in March 2017.
- 10:00 - 10:45 *Open discussion on items 7 and 8*
- 10:45 - 11:20 **9. Measuring tourism demand**
The aim is to provide an overview related to subject and scope of the TSA-Tables 1 to 4.
Presentations by:
Ms. K. Megala Kumarran, Statistics Malaysia
Mr. Stephen Chong, Statistics Netherlands
Ms. Dita Zemite, CSB Latvia
Open discussion
- 11:20 - 11:45 *Coffee break*
- 11:45 - 12:00 *Open discussion on item 9*

- 12:00 - 13:30 **10. Employment in the tourism industries**
The aim is to provide an overview related to subject and scope of the TSA-Table 7.
Presentations by:
Mr. Pavel Vancura, Czech Statistical Office
Mr. Michel Dubreuil, Destination Canada
Open discussion
- 13:30 - 14:30 *Lunch*
- 14:30 - 15:15 **11. Measuring tourism supply**
The aim is to provide an overview related to subject and scope of the TSA-Tables 5 and 6.
Presentations by:
Mr. Zdenek Lejsek, Czech Statistical Office
Ms. Zrinka Marušić, Institute for Tourism, Croatia
Open discussion
- 15:15 - 16:00 **12. Tourism investment, collective consumption and non-monetary indicators**
The aim is to provide an overview related to subject and scope of the TSA-Tables 8, 9 and 10.
Presentations by:
Mr. Pavel Vancura, Czech Statistical Office
Mr. Robin Rich, Visit Denmark
Ms. Tímea Tóth, Hungarian Central Statistical Office
Open discussion
- 16:00 - 16:30 **13. Specific issues raised in the questionnaires**
The aim is to provide best practices and country experiences in an interactive discussion on the treatment of package tours, components of tourism consumption, country specific tourism characteristic goods and services, international comparability, alternative data sources (e.g. credit/debit card).
Presentations by:
Mr. Michel Dubreuil, Destination Canada
Open discussion
- 16:30 – 16:45 **14. Closing Remarks**
Ms. Isabel Garaña, Regional Director for Europe, UNWTO
Ms. Anna Athanasopoulou, Head of Unit F4 – Tourism, Emerging and Creative Industries, DG GROW, European Commission