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
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. Timea 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