How to use TSA data for tourism policies in Denmark

- Intro to the Danish Regional TSA
- How to use TSA data for tourism policies
  - National 2025 plan for tourism
  - Municipal election
  - Destination development of tourism products and planning of initiatives
- Topics for discussion
Danish RTSA and political interests

Ministry of Industry, Business and Financial Affairs

VisitDenmark
  • Tourist survey spending data
  • Input data

Statistics Denmark
  • Accommodation data
  • NA data

Centre for Regional & Tourism Research
  • Balancing to NA data
  • Regional tourism economic model

Regional TSA

Industry organizations, destinations and other stakeholders

Confederation of Danish Industry
Confederation of Danish Enterprise
Feriehusudlejernes Brancheforening
2025 plan for tourism in Denmark

• Tourism spending should grow by
  - 45 bn DKK (6 bn EUR) from 2014 to 2025
  - Market expectations of 3 percent growth a year in overnights
  - Ambition of a higher average daily spending by 10 percent

• The strategy sets up political initiatives to complete the goal
  - A good framework for growth to keep market shares and be competitive
  - Improve tourism products
  - Digital infrastructure
  - Increase the knowledge of Denmark

• Initiatives already made
  - More beneficial conditions for owners of summer houses when renting out
  - Increased and permanent funding to promote coastal tourism in Denmark
Municipal election in Denmark

- Stakeholders are involved in RTSA data

- **Confederation of Danish Enterprise** is sharing the RTSA data

- An [online municipal dashboard](#) is available up to the municipal election 21th of November 2017

- Tourism consumption (per capita) can be chosen among other areas

- The idea is to give an overview to politicians or citizens
Regional tourism cooperations in Denmark

- Municipal level figures of
  - tourism consumption
  - jobs created
  - value added
  - tax income

- Regions, destinations and municipalities work in order to
  - develop local tourism products
  - attract visitors through marketing and other initiatives

- We made 15 destination reports of the local economic impact of tourism this year

- The highly appreciated reports are used as
  - input for planning
  - a tool to put tourism on the political agenda / lobby
  - fundraising
Topics for discussion

• Arguments for tourism on the political agenda

• Construction of the RTSA
  - How can we make TSA internationally comparable?

Thank you for your attention!

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