



6th UNWTO International Conference on Tourism Statistics
 Manila, Philippines, June 21-24, 2017

Data on Sustainable Tourism
 The European sub-national Experience

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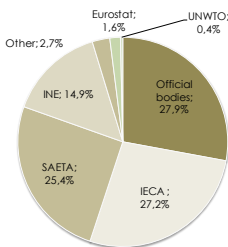


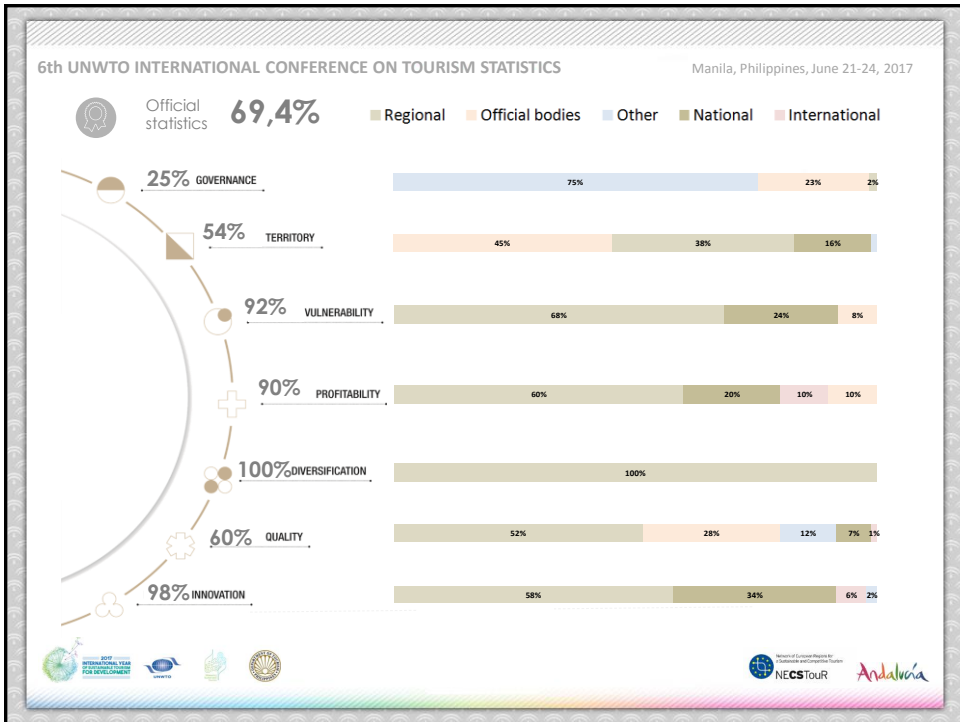
6th UNWTO INTERNATIONAL CONFERENCE ON TOURISM STATISTICS

Manila, Philippines, June 21-24, 2017


Official statistics **69,4%**


Sources of information





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Interreg Mediterranean  Project co-financed by the European Regional Development Fund

 **MITOMED+**

Models of Integrated TOURism in the MEDiterranean Plus

Project partners

<p>Regione Toscana Sector in charge of tourist promotion and legislation in tourism and commerce ITALY</p> <p>Public Enterprise for Management of Tourism and Sport of Andalusia SPAIN</p> <p>National Research Council - Institute of Biomechanology ITALY</p>	<p>Lemaca Famagusta District Development Agency CYPRUS</p> <p>Conference of Peripheral Maritime Regions of Europe FRANCE</p> <p>Girona University SPAIN</p>	<p>Institute of Agriculture and Tourism CROATIA</p> <p>Association of Tuscan Municipalities ITALY</p> <p>Network of European Regions for a Sustainable and Competitive Tourism BELGIUM</p>
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Logos: SDG 8 (Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), SDG 14 (Life Below Water), SDG 15 (Life on Land), SDG 17 (Partnerships for Development), NECS TOUR, Andalusia



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

10 out of top **20** EU
tourist regions are
NECSTouR members

EU 28: 2.784 m nights
NECSTouR: 810 m nights

1 out of **3** EU nights spent in
regular accommodation
establishments for visitors are
in **NECSTouR** regions



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

Need for methodologies and guidelines for measuring Tourism environmental sustainability, implying also relation with other sectors (Environment, Culture)

Need for integration of energy, water consumption, waste generation, traffic data for measuring seasonality

Need for measuring residents' attitudes.



Session 5 “Producing data on sustainable tourism”

Producing data on tourism

Integrating data on sustainable tourism

Big Data

Model of engagement with the owners of the data

Sentiment Analysis: Andalucia Smart Data



Andalusia Smart Data

