



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

**Preliminary Programme**

(as of 22/11/2017)

**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 - 12:00     **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
- 12:00 - 12:45     **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*  
Open discussion

- 12:45 - 13:45 *Lunch*
- 13:45 - 14:45 **5. How to use TSA data for tourism policies? (Cont.)**  
*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
- 17:00 - 17:30 **7. The TSA as an anchor for expanding our understanding of tourism – Ms. Clara van der Pol, UNWTO**  
 SDGs indicators derived from the TSA  
 Linking the TSA and the System of Environmental Economic Accounting (SEEA)  
 Open discussion
- 20:00 - 22:00 Dinner hosted by UNWTO and the European Commission at [Tangla Hotel](#).

#### **Thursday, 30 November**

- 08:30 - 09:00 **Registration**
- 09:00 - 09:20 **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.
- 09:20 - 10:45 **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:  
*Mr. Peter Laimer, Statistics Austria*  
*Mr. Zdenek Lejsek, Czech Statistical Office*  
*Ms. K. Megala Kumarran, Statistics Malaysia*  
*Mr. Stephen Chong, Statistics Netherlands*  
 Open discussion
- 10:45 - 11:00 *Coffee break*

- 11:00 - 12:30 **10. 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. Peter Laimer, Statistics Austria*  
*Mr. Zdenek Lejsek, Czech Statistical Office*  
*Ms. Zrinka Marušić, Institute for Tourism, Croatia*  
Open discussion
- 12:30 - 13:15 **11. 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. Peter Laimer, Statistics Austria*  
*Mr. Pavel Vancura, Czech Statistical Office*  
*Mr. Michel Dubreuil, Destination Canada*  
Open discussion
- 13:15 - 14:15 *Lunch*
- 14:15 - 15:00 **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*  
Open discussion
- 15:00 - 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*  
*Ms. Dita Zemite, CSB Latvia*  
Open discussion
- 16:30 – 16:45 **14. Closing Remarks**  
Ms. Isabel Garaña, Regional Director for Europe, UNWTO  
Mr. Ovidiu Ene, Policy Officer, Unit F4 – Tourism, Emerging and Creative Industries, DG GROW, European Commission