

15th Global Forum on Tourism Statistics

DRAFT PROGRAMME¹

Wednesday, November 28, 2018

08:00 – 09:00 Registration and networking

09:00 – 09:30 Opening and welcome session

Ms. Liz Chirinos Cuadros - Vice Minister of Tourism of Peru

Mr. Alain Dupeyras - Head of Regional Development and Tourism, OECD

Mr. Christophe Demunter - Head of Tourism Statistics, Eurostat

09:30 – 12:30 Session 1: Regional and sub-national tourism statistics

- Calibration as a tool to enhance coherence in tourism statistics at regional level
Carlos Fullea, María Izquierdo, María Velasco - National Statistical Institute, Spain
- Regional tourism satellite accounts in a vastly diverse tourism economy
Eric Desjardins - Statistics Canada, Canada
- Smart.data Andalucía big data and business intelligence solution
Moisés Rubiño, Raúl Acejo, Inmaculada Gallego - Public Enterprise for the Management of Tourism and Sport of Andalusia, Spain

Coffee break

- Successfully using electronic card transaction data to produce regional estimates of tourism spend: the New Zealand experience
Michael Webster - Ministry of Business, Innovation and Employment, New Zealand
- Improving national tourism statistics designed to prepare regional tourism statistics in Japan: International Visitor Survey
Akiko Kawaguchi, Kumito Takechi, Ryunosuke Kawamura, Yoshiharu Akimoto, Kazuya Tamura, Junji Kimura - Japan Travel Bureau Foundation and Japan Tourism Agency, Japan
- Caribbean Netherlands: a different method of making regional tourism statistics
Shirley Ortega – Statistics Netherlands, Netherlands

12:00 – 12:30 **Summary and open discussion**

12:30 – 14:30 **Lunch**

¹ Please visit the Global Forum website to stay informed on the program updates (www.15th-tourism-stats-forum.com)

14:30 – 18:00 Session 2: Measuring the activities and the impact of the collaborative economy

- Collaborative economy estimation methods for the accommodation sector: results from the demand approach
Blanca Corral, Fernando Cortina, Belén González, María Izquierdo, Jesús Prado, María Velasco - National Statistical Institute, Spain
- How much is it? An innovative methodology to measure room rates across OTAs and online platforms
Ariel Juárez, Pedro Anzo, Arturo Constantini - Ministry of Tourism, Mexico
- How much is too much? Assessing the demand, economic impact and perception of ‘sharing accommodation’ in tourism destinations
Dirk Schmücker, Ulf Sonntag, Vincent Nijs - Institute for Tourism Research in Northern Europe, Germany and Visit Flanders, Belgium

Coffee Break

- Measuring the collaborative economy: a case study in tourism statistics
Vassiliki Benaki-Kyprioti - Hellenic Statistical Authority, Greece
- Geo-referenced platform for verification of formal and informal tourism services providers.
Edison Restrepo - Ministry of Commerce, Industry and Tourism, Colombia
- Developing New Methodologies to Track Home Sharing
Lauro Ferroni, Eva Chan - JLL's Hotels and Hospitality Group

17:30 – 18:00 Summary and open discussion

END OF DAY 1

Thursday, November 29, 2018

08:00 – 09:00 Registration and networking

09:00 – 15:00 Session 3: Innovative sources and mobile positioning data

- A Reference Methodological Framework for processing mobile network operator data for official statistics
Fabio Ricciato - Big Data Task Force, EUROSTAT

- Indonesia's Experience of using Signalling Mobile Positioning Data for Official Tourism Statistics
Titi Kanti, Siim Esko, Sarpono, Erki Saluveer, Rifa Rufiadi - BPS Statistics Indonesia and Positium LBS, Indonesia

- Improving the accuracy of outbound tourism statistics with mobile positioning data
Ossi Nurmi - Statistics Finland, Finland

Coffee Break

- Intelligent use of mobile positioning data to measure domestic tourism: the case of the 'Vamos pal Norte' campaign
Leyge Villanueva, Walter Vizarreta - Peru Export and Tourism Promotion Agency, Peru
- The Buenos Aires dashboard: experiences of a local public body implementing big data techniques to implement a tourism intelligence system
Federico Esper, Matías Belacín - Buenos Aires Tourism Board, Argentina

12:00 – 12:30 **Summary and open discussion**

12:30 – 14:30 **Lunch**

14:30 – 15:00 **Summary and open discussion (continued)**

15:00 – 18:00 **Session 4: Sustainable Development Goals and sustainability of tourism**

- Sustainable tourism indicators: monitoring of sustainability performance in the tourism industry in Portugal
Sérgio Guerreiro, Patrícia Seguro - Turismo de Portugal, Portugal
- Tourism Satellite Account in Peru and the Statistical Framework for Measuring Sustainable Tourism
Alberto Espinola - Ministry of Foreign Trade and Tourism, Peru

Coffee Break

- Tourism environmental footprint in Sweden: linking tourism and environmental satellite accounts
Martin Daniels - Agency for Economic and Regional Growth, Sweden

17:30 – 18:00 **Summary and open discussion**

END OF DAY 2

Friday, November 30, 2018

08:00 – 09:00 Registration and networking

09:00 – 12:00 Session 5: Economic dimension of tourism

- Providing new evidence on tourism trade in value-added
Jane Stacey - OECD
- Tourism-related employment: importance and its measurement
Nico Heerschap - Statistics Netherlands, Netherlands

Coffee Break

- A discussion and analysis of counting international visitors: country of residence versus nationality
Mark Brown - U.S. Department of Commerce National Travel and Tourism Office, United States

11:30 – 12:00 Summary and open discussion

12:00 – 12:45 Summarising the Forum & outlook to the 16th Forum

Closing panel discussion with the chairpersons of the 5 sessions

12:45 – 13:00 Closing of the 15th Global Forum on Tourism Statistics

Mr. Alain Dupeyras - Head of Regional Development and Tourism, OECD

Mr. Christophe Demunter - Head of Tourism Statistics, Eurostat

Mr. Rogers Valencia Espinoza - Minister of Foreign Trade and Tourism of Peru

END OF THE 15th GLOBAL FORUM