

15th Global Forum on Tourism Statistics

28-30 November 2018 - Cusco, Peru

FINAL PROGRAMME

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 - MINCETUR, Peru

Mr. Ossi Nurmi - Chair of the OECD Working Party on Tourism Statistics

Mr. Christophe Demunter - Head of Tourism Statistics; Task Force Big Data - EUROSTAT, European Commission

Dr. Anibal Sánchez Aguilar - Deputy Chief of Statistics of the National Institute of Statistic and Informatic, Peru

09:30 – 13:00 Session 1: Regional and sub-national tourism statistics

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

- Calibration as a tool to enhance coherence in tourism statistics at regional level
María Izquierdo - National Statistical Institute, Spain
- Regional tourism satellite accounts in a vastly diverse tourism economy
Eric Desjardins - Statistics Canada, Canada
- Indonesia's Experience: Mobile positioning data makes small area tourism visible.
Rifa Rufiadi - BPS Statistics, Indonesia

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

12:30 – 13:00 **Summary and open discussion**

13:00 – 14:30 Lunch break¹

¹ Lunch not included. Free time for participants.

14:30 – 18:00 **Session 2: Sustainable Development Goals and sustainability of tourism**
Chair: Dr. Anibal Sánchez - Deputy Chief of Statistics - National Institute of Statistic and Informatic - Peru

- The Statistical Framework for Measuring Sustainable Tourism: Keynote video
John Kester – Director of Statistics, World Tourism Organization, UNWTO
- 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 the Sustainability of 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 1

Thursday, November 29, 2018

08:00 – 09:00 Registration and networking

09:00 – 12:30 **Session 3: Innovative sources and mobile positioning data**
Chair: Mr. Walter Vizarreta - Peru Export and Tourism Promotion Agency - PROMPERU, Peru

- A Reference Methodological Framework for processing mobile network operator data for official statistics
Fabio Ricciato, Christophe Demunter - EUROSTAT (Task Force Big Data), European Commission
- Indonesia's Experience of using Signaling Mobile Positioning Data for Official Tourism Statistics
Titi Kanti, Siim Esko - 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 - Peru Export and Tourism Promotion Agency - PROMPERU, Peru
- The Buenos Aires dashboard: experiences of a local public body implementing big data techniques to implement a tourism intelligence system

Federico Zerba - Buenos Aires Tourism Board, Argentina

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

12:30 – 14:00 Lunch break²

14:00 – 18:00 Session 4: Measuring the activities and the impact of the collaborative economy

Chair: Mr. Christophe Demunter - Head of Tourism Statistics; Task Force Big Data - EUROSTAT, European Commission

- Collaborative economy estimation methods for the accommodation sector: results from the demand approach
María Izquierdo - National Statistical Institute, Spain
- How much is it? An innovative methodology to measure room rates across OTAs and online platforms
Ariel Juárez, 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
Vasiliki 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**

18:15 – 19:00 **Gala cocktail reception for participants**

END OF DAY 2

Friday, November 30, 2018

08:00 – 09:00 Registration and networking

09:00 – 11:45 Session 5: Economic dimension of tourism

Chair: Mrs. María Izquierdo - National Statistical Institute, Spain

- Providing new evidence on tourism trade in value-added
Jane Stacey - Head of the Tourism Unit, OECD

² Lunch not included. Free time for participants.

- Tourism-related employment: importance and its measurement
Nico Heerschap - Statistics Netherlands, Netherlands
- 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
- Calculation of Value-added of Tourism and Relevant Industries
Liu Xuling - Department of Trade and External Economic Relations Statistics, National Bureau of Statistics, China

Coffee Break

11:15 – 11:45 **Summary and open discussion**

11:45 – 12:30 Summarising & Closing of the 15th Global Forum on Tourism Statistics

11:45 – 12:10 **Panel discussion with the chairpersons of the 5 sessions**

12:10 – 12:30 **Closing session**

Mr. Sergio Guerreiro - Chair of the OECD Tourism Committee

Mr. Christophe Demunter - Head of Tourism Statistics; Task Force Big Data - EUROSTAT, European Commission

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

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

END OF THE 15th GLOBAL FORUM