Global Benchmarking for City Tourism

Barcelona, 10 December 2014
Precedent

- Publication of the AM Report Vol. 6 on City Tourism
- Responding the Istanbul Declaration (2012) to address the vital areas to develop city tourism
- Interest of AM to learn the economic impact of tourism in cities
Partnerships

The Affiliate Members Programme decided to establish a Working Group to develop a common methodology for Tourism Observatories with over 16 DMO´s, Universities and experienced private organizations.
Measurement frameworks

- **National level:** consensus of international organizations to analyze tourism economic impact

- **Regional level:** ongoing process to further achieve unanimity
Measurement frameworks

Different Methodologies to

- Collect
- Process
- Analyze
- Publish

Transposal of national data

- Assumptions
- Fractals

National ≠ Subnational
Measurement frameworks

Local level:

Adaptation of local statistical frameworks to International Standards

Necessity to develop a robust framework
Monitoring and evaluation allows cities to compare their performance with domestic and foreign competitors.

Analysis of current benchmarking initiatives currently being utilized by subnational destinations....
City benchmarking initiatives

- **Purpose:** To measure destinations' competitiveness and sustainability
- **Based on:**
  - A set of indicators
  - A toolkit for DMO`s to implement those indicators
  - The framework to perform self evaluations
City benchmarking initiatives

A tourism marketing information system database
Running up for the last 15 years, provides data on:
  - Overnights
  - Arrivals
  - Accommodation provider capacity
Cities, applied voluntarily, and enter their data into the site, then they receive benchmarking reports in return
City benchmarking initiatives

- **UrbanTur** is a report on the competitiveness ranking of Spanish urban tourism destinations
- Collects publicly available data and creates ad hoc indicators
- Bridges the methodological gap among cities measurement
- Allows them to benchmark among themselves
From this working group, 9 cities committed their participation covering a wide spectrum, from large-to smaller-scale:

**Barcelona, Bogota, Buenos Aires, Cape Town, Istanbul, Melbourne, Sao Paulo, Vienna and Vilnius**

An analysis of their current, publicly available indicators used for benchmarking was conducted.

The outcome is a comparison between cities identifying better practices and spaces for improvement within the destinations.
Committed cities - Indicators

• Demand Perspective
  • Accordance of international standards defining “visitors”
  • Distinguishing foreign from resident visitors
  • Recognize damaging factors
  • Economic sector variables (impacts - expenditures)
  • Accommodation surveys
  • Identify types of tourism

• Supply Perspective
  • Employment data, amount of existing companies
  • ISIC standards to accurately compare industries classifications among different destinations

• Economic relevance of tourism
  • Direct effects (TSA approach)
  • Indirect and induced effects
Scorecards

• Provides guidelines to cities, where tourism is significant, to measure data and generate indicators

• Aside from the scorecard, contextual information is provided including scope and methodology

• Aims to enhance the decision making process at destinations
# Scorecard: Indicators

<table>
<thead>
<tr>
<th>Key indicators</th>
<th>City name</th>
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</thead>
<tbody>
<tr>
<td>City population</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Economic contribution of tourism to the city</td>
<td>Contribution to the city GDP. Latest value and variation over last year</td>
</tr>
<tr>
<td>Overall employment in tourism industries based in the city</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Overall arrivals of visitors to the city</td>
<td>Latest value and variation over last year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourism Economic Indicators</th>
<th>City name</th>
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</thead>
<tbody>
<tr>
<td>Arrivals by origin, main purpose, mode of transport</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Overall Overnights</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Overnights by type of accommodation facility</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Overall Expenditure</td>
<td>Latest value and variation over last year</td>
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<tr>
<td>Expenditure by main purpose</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Establishments per Tourism Industry</td>
<td>Latest value and variation over last year</td>
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<tr>
<td>Employment per Tourism Industry</td>
<td>Latest value and variation over last year</td>
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<tr>
<td>Jobs per status in employment</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Business demography</td>
<td>Constructed via other indicators. Latest value and variation over last year</td>
</tr>
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<td>Seasonality</td>
<td>Constructed via other indicators. Latest value and variation over last year</td>
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<th>Impact Indicators</th>
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<td>Renewable energy sources</td>
<td>Constructed via other indicators. Latest value and variation over last year</td>
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<tr>
<td>CO₂ emissions</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Water consumption</td>
<td>Volume of fresh water. Latest value and variation over last year</td>
</tr>
<tr>
<td>Generation of solid waste</td>
<td>Latest value and variation over last year</td>
</tr>
<tr>
<td>Tourism pressure</td>
<td>Number of tourists per day per 100 residents. Latest value and variation over last year</td>
</tr>
<tr>
<td>Resident satisfaction</td>
<td>Constructed via other indicators. Latest value and variation over last year</td>
</tr>
<tr>
<td>Tourists’ use of essential services</td>
<td>Constructed via other indicators. Latest value and variation over last year</td>
</tr>
<tr>
<td>Congestion and intrusion arising from visitors</td>
<td>Constructed via other indicators. Latest value and variation over last year</td>
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Next steps

To build a comprehensive city tourism data repository on a global level.

**By way of:**

Provide guidance to cities on how to follow international recommendations for tourism measurement at a city level

*Fostering international comparability among cities.*

*Maintaining a global perspective, representation from five world regions*

**Steps:**

To extend **TourMIS** data collection system to all cities in the world following the guidelines included in the recent AM Report on City Tourism and the recommendations provided by UNWTO:

- Revising the starting point of cities on tourism measurement according to international standards
- Collecting information priority of cities to advance on specific indicators on the short/medium/long term
Next steps

• **To Publish** regularly, a *Global City Tourism Benchmarking Report* and promote partnerships among professional networks in other continents, willing to support this initiative.

• **Putting together a group of international experts** to:
  
  - Provide guidelines and recommendations
  - Act as an Advisory Panel
  - Provide scorecard of the ideal goal
  - Introduce cities to networks, tools and methodologies where comparability can be operationalized
  - Forum to share challenges, best practices, issues, success stories, and learning experiences
Thank you!

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Programme Director

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Visit us at unwto.org