Item 6  
Eurostat/UNWTO joint overview paper on big data

Mr. August Götzfried  
European Commission  
DG EUROSTAT, Head of Unit G-3 'Business cycle, tourism and registers'

Outline of the presentation

- Tourism and big data
- The path to the joint paper
- Calendar
Tourism and big data

New data sources and data collection methods are omnipresent and part of our lives

- People leave a digital footprint all the time (unwanted or wanted)
- Human activity or mobility can now be captured in a way that was previously not possible with traditional methods (surveys)
- Tourism can be seen as a 'special case' of human activity or mobility
- Tourism statistics is seen as a frontrunner in exploring big data

Taxonomy of big data sources: high relevance for tourism
Taxonomy of sources: the digital footprint of tourists

The path to the joint paper

1. Invited presentation by Eurostat at the previous UNWTO Committee meeting (January 2017)
The path to the joint paper

2. Invited central paper prepared by EUROSTAT for session 5 of the Sixth UNWTO International Conference on Tourism Statistics (June 2017)

The path to the joint paper

4. Agreement between EUROSTAT and UNWTO to republish the paper as a joint effort in the UNWTO Issue Paper Series
   - Slightly revised update of the original paper
   - Introduced by a scoping Executive Summary

The path to the joint paper

Aim:
- Give wider and repeated visibility to the paper
- Continued awareness raising of the potential of new data sources for tourism statistics
- Managing expectations

Gartner Hype Cycle

VISIBILITY

Peak of Inflated Expectations
Plateau of Productivity
Slump of Disillusionment
Technology Trigger

TIME
Calendar

Nov 2017 / Dec 2017
⇒ Bilateral between EUROSTAT and UNWTO to agree on structure, review process and timetable

Dec 2017 / Feb 2018
⇒ Reviewing and updating of the paper
  • UNWTO and Eurostat staff
  • Destination Canada (Michel Dubreuil)
  • Statistics Austria (Peter Laimer)
  e.g. additional part on Canada's experience with the use of payment cards data

Calendar

27-28 Feb 2018
⇒ Presentation to the Committee on statistics and tourism satellite account

Mar 2018 / Apr 2018
⇒ Final editing
⇒ Publication
Thank you for your attention!

Eurostat data & publications are available free of charge from the Eurostat website.