

Enhance Eurostat’s tourism data offer with improved timeliness, frequency, coverage, and usability, building on collaboration with National Statistical Institutes and tourism authorities in the Member States

Level	European
To whom is directed	European Commission, Eurostat, National Tourism Statistics Institutes (NSIs) Other National Authorities (ONAs), European Statistical System Committee (ESSC)
Who should be involved?	National and Regional Governments, National Tourism Organisations (NTO), Regional and Local DMOs, Professional Associations, Tourism Businesses
Time bound	Long-term
Effort	High Effort
Why?	<p>Eurostat is a vital source of publicly available tourism data within the EU, widely trusted for its reliability and comparability across destinations. However, <b>tourism stakeholders have expressed that they would need more diverse, granular and timely data than that currently available.</b></p> <p>The data harmonisation and quality assurance mechanism of the European Statistical System (ESS) cause <b>delays to the data publication by Eurostat</b>, which reduces the data’s value for real-time decision-making. Also, the <b>long intervals between the data updates</b> (typically monthly, quarterly, or annual) reduce the timeliness and usefulness of the data for stakeholders to navigate crisis events. Furthermore, data is often not available at NUTS3 regional level, but only at the national (NUTS0) level.</p> <p>Furthermore, <b>Eurostat’s current data set does cover all sectors within the tourism ecosystem</b>. Key sectors such as cruise tourism and exhibitions are not represented in the NACE.rev2 classifications agreed at EU level for use for data collection and publication by Eurostat. Furthermore, the <b>data often cannot be separately viewed for tourism ecosystem</b>, but is joined together with other services, or is only available for accommodation and food services and air transport. This reduces the usefulness of EU-level data for tourism actors.</p> <p>Addressing these issues, would significantly enhance the role of Eurostat in supporting the tourism ecosystem with timely, granular and actionable data, improving decision-making and crisis preparedness and management.</p>



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High-level  
implementation  
steps and  
options

*Consultation of stakeholders (e.g., destination management organisations, tourism professional associations and tourism stakeholders) to identify data needs and challenges currently not addressed by ESS*

- Create a working group with NSIs to analyse the possibility of adding new tourism indicators and improving the granularity of already existing data, and any justification on a cost-effectiveness basis.
- Present the results at the ESSC forum.
- Organise a public consultation and actively encourage tourism actors across the EU to share their suggestions regarding the results of the first analysis.
- Suggest changes to EU-level regulations on tourism relevant statistics based on the results from collaboration with NSIs and public consultation.

*Extend and improve the Eurostat data exploration platform towards data analysis*

- Review the possibilities to redesign the Eurostat platform or to create a new one, which would have improved ease of navigation and accessibility also for persons with low data literacy, possibly with the use of an AI-supported prompt-based user interface.
- Introduce data analysis and visualisation tools to aid users in interpreting complex data and combine data from different data sets to create new insights. This could include incorporating AI-based user assistance to facilitate data analysis and exploration.