

Measuring tourism at subnational level: a review of selected OECD country initiatives
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OECD work on policies highlights the growing role of the sub-national level in tourism development and the evolving relationship and division of competencies between central government and regions. A main challenge for countries is to develop at sub-national level a qualitative system of information and statistics on tourism, including timely data with a good level of disaggregation, and comparable data among regions and with national data.

This paper will share good and innovative OECD country statistical initiatives measuring tourism at subnational level. The focus will be on concrete initiatives, producing robust figures, undertaken by public (or public/private) agencies, and delivering figures of strong policy and industry-relevance. Areas to be covered include: total economic impact of tourism; direct economic impacts of tourism; tourism-related employment; enterprise demographics; and tourism spending/revenues and high yield visitors.

OECD members are currently working together to identify these country initiatives. The initiatives will be analysed in terms of governance of the statistical project, source of financing, technical/statistical/methodological description (key variables covered, assumptions), successful outcomes and key results, areas for improvement, and lessons learnt and transferability.

A discussion of the main outcome of this project at the Global Forum on Tourism Statistics will support a better measurement of the impacts of tourism at sub-national level by the sharing of country statistical initiatives that could be presented as learning models. It can also encourage further country work to gather evidence on the impacts of tourism at subnational level.