

## **Feasibility study on the use of mobile positioning data for tourism statistics**

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An overview of the project “Feasibility study on the use of mobile positioning data for tourism statistics” conducted under the Eurostat contract no. 30501.2012.001-2012.452 is presented. The project investigated the feasibility of using mobile positioning data in compiling official tourism statistics and statistics in other domains. Mobile positioning is considered a new big data source and is generating interest in statistics and research community in tourism, transportation, population and other areas. The possibilities of creating supporting statistics, new indicators and beneficial aspects like timeliness, time and spatial accuracy and ubiquity, etc. are creating expectations towards this new data source. However there are many barriers and limitations that have to be taken into account. During the feasibility study the consortium studied the current status of the use of mobile positioning data (research, applications, official statistics), conducted a survey and interviews with stakeholders, analysed the legal situation on EU and EU Member States, analysed technological, methodological and economical (business, financial) barriers and opportunities of accessing and using the data. The presentation will introduce and discuss the most important topics covered in the study:

- Overview of the current implementation of mobile positioning data in research, applications and official statistics.
- Legal framework (example based on EU) of using mobile positioning data. Regulatory limitations, privacy protection, public opinion.
- Methodological and technological challenges and possibilities – possibilities, indicators in tourism statistics and other statistical domains (balance of payment, transportation, population, regional level statistics etc.).
- Financial aspects. Burden on MNOs, cost of implementation and maintenance, benefits for MNOs, technological framework.

The presentation will present the assessment of the possibilities of implementing mobile positioning data based statistics in official and un-official statistics domains, as well as what are the proposed steps in order to provide the possibility of mobile positioning data.