

conference report

11th Global Forum on Tourism Statistics

The Forum on Tourism Statistics was originally set up by the OECD and Eurostat in June 1994, under the name International Forum on Tourism Statistics. In general, it is providing a unique platform for regular exchanges of views and good practices from all over the world regarding tourism statistics development. The particular objective of the Forum is to discuss major technical issues concerning the establishment of harmonised tourism statistics in an environment which strengthens co-operation between governments, the private sector, statisticians, researchers, academics, OECD/EU member and non-member countries and international organisations.

The 11th Global Forum on Tourism Statistics, organized by the OECD and Eurostat, was co-hosted by the Statistics Iceland, the Iceland Tourist Board and the Icelandic Tourism Research Centre. The Forum took place in new HARPA concert hall and conference centre in Reykjavik, Iceland, from 14th to 16th of November 2012. It gathered 250 delegates from 37 countries and included a total of 27 research papers and reports as well as two roundtables.

The 11th Global Forum on Tourism Statistics was organized in five sessions focusing on five main themes:

- Effects of external shocks on tourism and tourism statistics
- Seasonality in tourism
- Tourism statistics in the 21st century
- Use of tourism satellite accounts for business decisions and policy making
- Coherence and comparability of tourism statistics.

In addition to these five vertical themes, four highly-relevant cross-cutting horizontal topics, stressing the importance of physical and monetary tourism indicators, had been addressed within vertical themes: i) Employment, ii) Sustainability and competitiveness, iii) Same-day visitors and iv) SMEs.



The most interesting session was that dealing with tourism statistics in 21st century. The majority of papers within the session stressed the need for new data sources within tourism statistics of new era characterized by open borders, rising number of visitors, changes in tourism demand and new ICT technologies. Innovations such as combining different data sources, using mobile positioning data, mobile networks and GIS data in collecting tourism data had been presented. As it would be expected, the session on Tourism Satellite Accounts also attracted large amount of reports and interest. The focus was on challenges in compilation of regional TSA and necessity for a continuous assessment of monitoring tourism impacts.

Croatia was represented at the Forum by representatives from the Tourism Department of Croatian Bureau of Statistics and Institute for Tourism. Altogether three papers were presented. The first one was dealing with the improvements in data collection process and monitoring of congress activity in Croatia as an important tourism product for reducing the seasonality of tourism flows. The second one reported innovations in monthly survey on tourist arrivals and overnights regarding electronic data collection method. The third paper under the title *Methods and implications of tourism expenditure assessment in city tourism: Zagreb case study* was presented by representatives from the Institute for Tourism. The paper, using approach adopted by Tourism Satellite Account, was focused on the estimation of tourism expenditure within an open area, such as a region or destination. The paper utilized a 'top-down' approach to extract data on the city of Zagreb from secondary sources on Croatian internal tourism flows.

All papers and presentations are available at www.11thtourismstatisticsforum.is.

S. Čorak and Z. Marušić