



# STRENGTHENING THE EVIDENCE BASE FOR SUSTAINABLE TOURISM DEVELOPMENT

Tailoring indicators to measure and monitor key policy issues

Eva Katzer, Policy Analyst, Tourism Policy and Analysis  
Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

 @OECD\_local

 [www.linkedin.com/company/oecd-local](https://www.linkedin.com/company/oecd-local)

 [www.oecd.org/cfe](http://www.oecd.org/cfe)



# As tourism rebounds, destinations experience impacts on environment and local communities

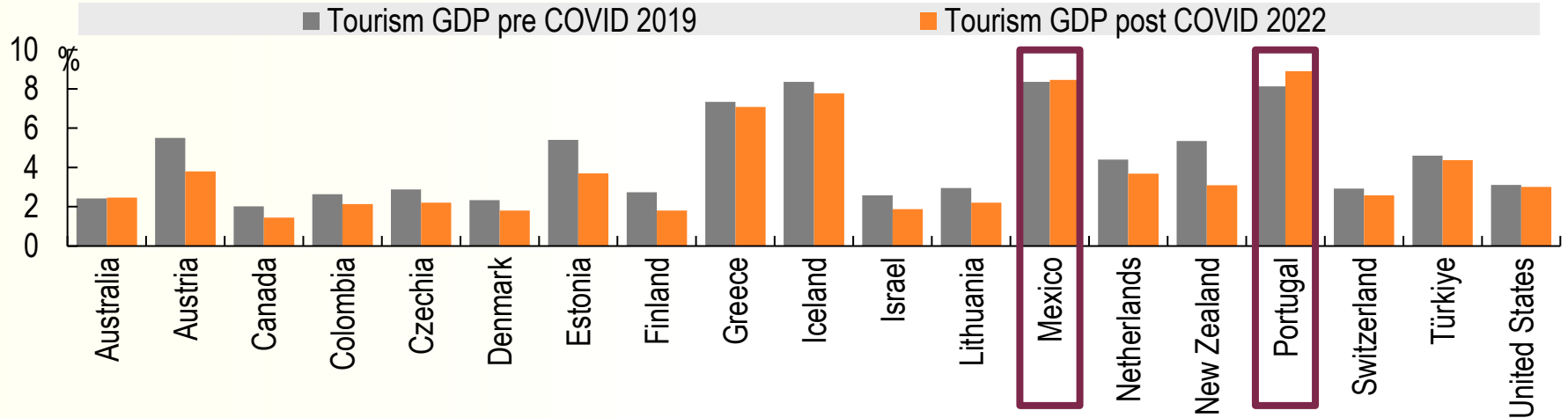


**GDP\***  
**3.9% on average**  
▲ 1.4 ppt on 2020



**Services exports**  
**14.8%**  
▲ 4.8 ppt on 2020

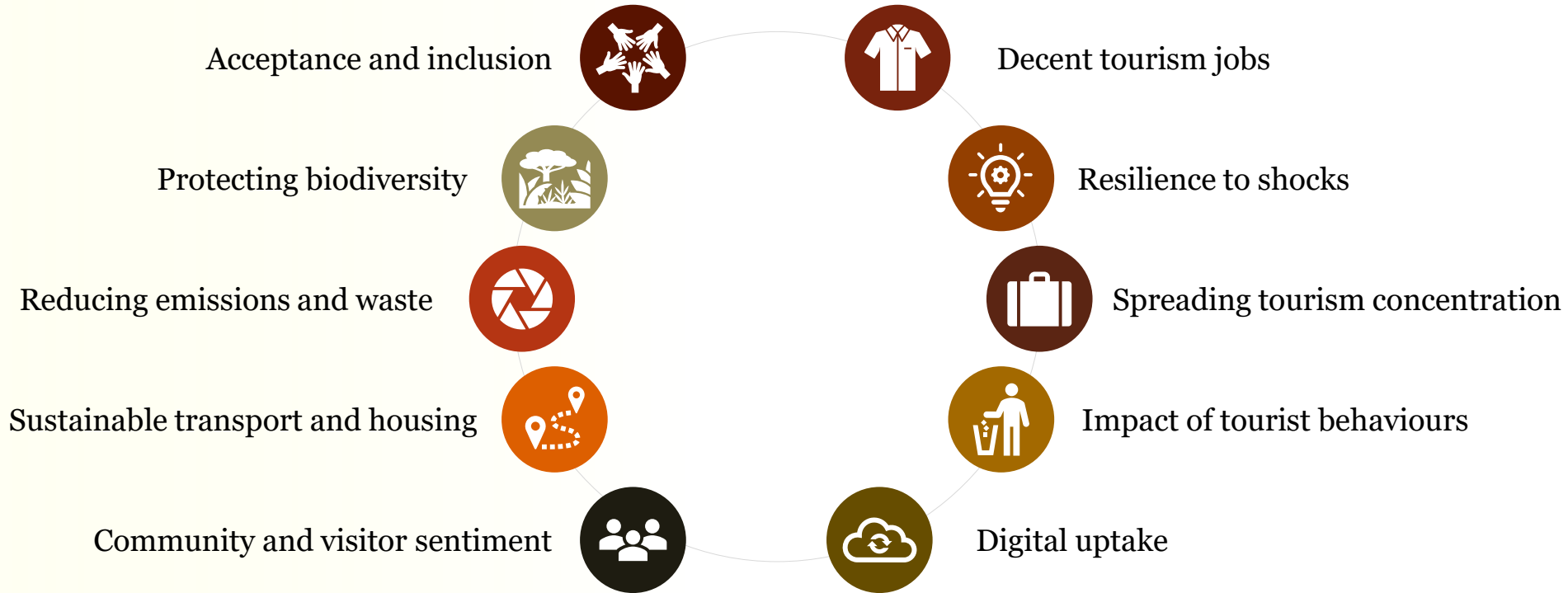
Direct GDP contribution of tourism to selected OECD countries, pre-COVID-19 and 2022



\*Across OECD countries with data available \*\* Employment refers to accommodation and food services sector which accounts for around half of all direct tourism employment in OECD countries. Note: Australia pre COVID data refers to 2019-20, Costa Rica post COVID data refers to 2023.



# Strong rebound in tourism has reinforced the need to measure, monitor and address key policy issues





# Tailored indicator work helps destinations navigate the complex indicator landscape



- Work carried out with funding by the European Union via the Technical Support Instrument and in co-operation with the European Commission's DG Structural Reform Support (DG REFORM)
- Tailored support designed to strengthen the sustainability, resilience and digitalisation of the tourism ecosystem

**National**



**GREECE**



**MALTA**



**SLOVENIA**

**Regional**



**SPAIN**

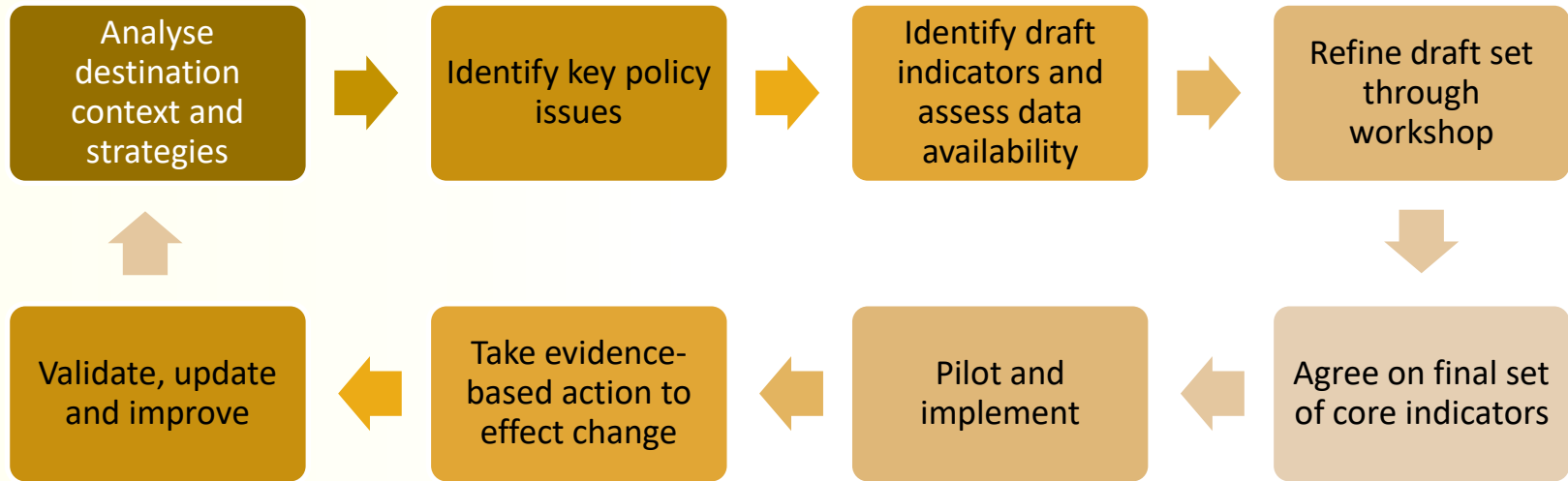
**Local**



**PORTUGAL**



# A policy-led approach to indicator development facilitates evidence-based decision making





# Country example: Measuring and monitoring the sustainability of tourism in Malta

Work in progress

- ### Five policy priorities
- Optimise tourism's contribution to Malta's economy
  - Target quality/valued visitors
  - Protect and enhance natural and cultural heritage
  - Foster community well-being
  - Promote a thriving workforce

## Exemplary indicators

- ### Drivers
- Tourism arrivals by month - air, ferry, cruise
  - Overnights spent at tourism accommodation establishments

- ### Pressure, States, Impacts
- Air travel emissions
  - Hotel electricity consumption
  - Share of green space
  - Tourists' rating on accessibility

- ### Responses
- Dependence on distant origins
  - Share of renewable energy



# More timely and reliable data to support decision-making for sustainable tourism development

Better understand the policy priorities for sustainable tourism.



Develop the data literacy of decision makers.



Address data gaps for priority sustainable tourism development issues.

Tailored toolkits of evidence to facilitate decision making at the destination level.



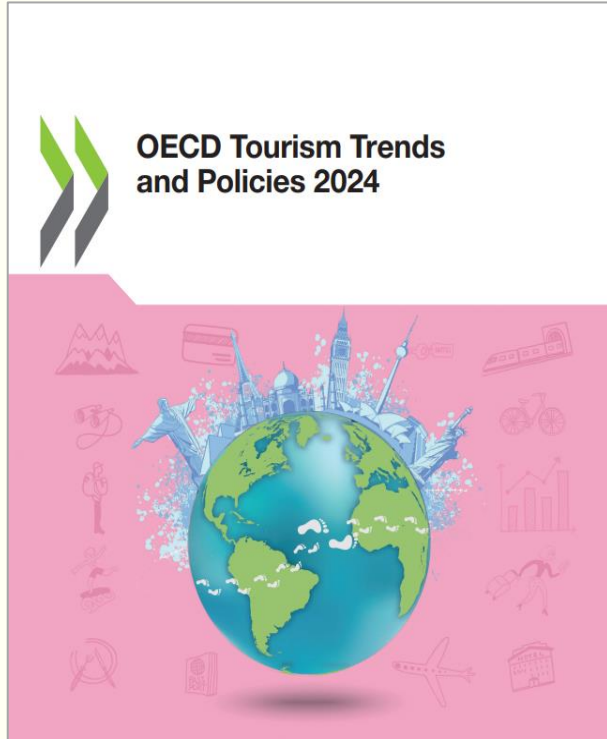
Collaborative approaches to design tools and metrics for sustainable tourism development.



# OECD Tourism Trends and Policies 2024



Co-funded by  
the European Union



- ❖ 2024 edition is now available on the [OECD website](#)
- ❖ Data available on [OECD Data Explorer](#)
- ❖ 50 country profiles (forthcoming)
- ❖ Abridged French version (forthcoming)
- ❖ Executive Summary in English (French and other languages forthcoming)
- ❖ Highlights in English (French and other languages forthcoming)
- ❖ For more information on the OECD's work on tourism: [www.oecd.org/cfe/tourism](http://www.oecd.org/cfe/tourism)



# Thank you and don't let perfect be the enemy of good!

✉ Eva Katzer, Policy Analyst, Tourism Policy and Analysis ([eva.katzer@oecd.org](mailto:eva.katzer@oecd.org))

Twitter: @OECD\_local

LinkedIn: [www.linkedin.com/company/oecd-local](https://www.linkedin.com/company/oecd-local)

Website: [www.oecd.org/cfe](http://www.oecd.org/cfe)

Blog: [oecdCogito.blog](http://oecdCogito.blog)

