

10–11TH OF NOVEMBER, LUNCH-TO-LUNCH

CONFERENCE ON STATISTICS AND ANALYSIS IN TOURISM

– CHALLENGES AND CASES

MID SWEDEN UNIVERSITY, ÖSTERSUND, CONFERENCE HALL F 214

MONDAY 10TH OF NOVEMBER, PROGRAM

- 10.30 Registration at Ljushallen, building G
- 11.30 Lunch in Rotarymatsalen
- 12.30 **Welcome and Introduction!**
PhD and director at Etour Mid Sweden University Maria Lexhagen,
Professor and Pro Vice Chancellor Mats Tinnsten, Mid Sweden University
and Chairman of the Regional Council of Jämtland Robert Uitto
- 12.50 **Panel discussion – Industry defined needs**
Participants: Carla Aguirre Munoz, Tourism in Skåne, Henrik Wester,
Västmanland kommuner och landsting and Maarja Edman, Höga
Kusten Destinationsutveckling AB
Moderator: Maria Lexhagen, Mid Sweden University/ETOUR
- 13.45 **Short Break**
- 14.00 **A Cost Effective Approach to Better Estimating Tourism's Regional
Economic Contribution (English, via link)**
Professor Marion Joppe, University of Guelph in Ontario/Canada,
School of Hospitality, Food, and Tourism Management

Using data triangulation and automatically generated surveys through a booking engine, an approach was developed that provides tourism regions with a better understanding of the contributions of various sub-sectors based on the region's individual strengths than the provincial economic impact model is able to do.

- 14.45 Research and industry examples from the Nordic countries:
- **Sweden Regional Economic Impact of Tourism - A Research Design for the Case of Jämtland (English)**
Kai Kronenberg, Mittuniversitetet/ETOUR
- 15.10 Coffee break
- 15.30 Research and industry examples from the Nordic countries:
- **Norway: Reiselivsmonitor - a norwegian project on how to use and support access to statistics on tourism.**
Jarle Løvland, Nordland Research Institute
 - **Denmark: Map coordinates for overnight statistics**
Karin Hallmèn, Utredare vid avdelningen för Regioner och Miljö, Statistics Sweden
 - **Sweden: Regional forum for tourism analysis – five regions working together to improve knowledge about statistics and analysis**
Henrik Wester, Västmanlands kommuner och landsting
- 17.00 Closing of day I
- 19.00 Dinner at the Town Hall

TUESDAY 11TH OF NOVEMBER, PROGRAM

- 08.30 Introduction
- 08.35 **Measuring the Economic impact of Tourism and Leisure on a Regional Level – A case study (English)**
Professor Egon Smeral, Austrian Institute of Economic Research

Tourism satellite accounts (TSA) are important tools for measuring the economic impact on a country and state level. We aim to extend the TSA with respect to the indirect effects of tourism and the leisure demand of residents in their usual environment on a regional level (Upper-Austria, one of the nine Austrian federal states. For 2012 we found that considering the direct and indirect effects, tourism and leisure contributed to the overall gross regional product around 13% (only tourism around 6%)

- 09.20 **Tourism Satellite Account in Sweden – present and the future**
Birgitta Magnusson-Wärmark, Statistics Sweden
- 09.50 **Coffee break**
- 10.15 **Measuring the Domestic Value Added of Tourism (English)**
PhD Economist Mario Piacentini, Organisation for Economic Co-
operation and Development
- Many of the goods and services consumed by tourists in the host economy
embody value-added generated elsewhere. The presentation combines data
on expenditures from tourism satellite accounts with OECD data on trade
in value added to decompose the value-added of tourism into a foreign and
domestic component. This experimental method can shed new light on the
real effect of tourism as a stimulus for the local and national economy*
- 10.45 **Statistics and analysis of Norwegian tourism**
Margrethe Helgebostad, Innovation Norway
- 11.05 **Statistics and analysis of Swedish tourism**
Dennis Bederoff, Swedish Agency for Economic and Regional Growth
- 11.25 **Denmark: Statistics and analysis of Danish tourism**
Anders Hedetoft, Centre for Regional and Tourism Research/Bornholm
- 11.50 **Panel discussion – What about future priorities and solutions?**
Participants: Carla Aguirre Munoz, Tourism in Skåne, Henrik Wester,
Västmanland kommuner och landsting, Maarja Edman, Höga
Kusten Destinationsutveckling AB and Dennis Bederoff, Swedish Agency
for Economic and Regional Growth
Moderator: Maria Lexhagen, Mid Sweden University/ETOUR
- 12.50 **Closing Remarks**
- 13.00 **Lunch in Rotarymatsalen**