

EUROPEAN TOURISM INDICATOR SYSTEM

Data Sheets for Core Indicators

Section A: Destination Management

A.1 Sustainable Tourism Management in Tourism Enterprises

Indicator: A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsibility measures
Reason for measuring	Certification is an indication of industry interest and implementation of sustainable business practices. This indicator looks at the percentage of tourism enterprises that have had an independent verification of their sustainability practices and allows Destination managers and policy makers to create incentives for participation.
Data requirements	List of certified businesses, list of all registered tourism businesses
Units of measurement	%
Terms in glossary	Certification/labelling Environmental/quality/sustainability
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourism enterprises certified ÷ total number of tourism enterprises * 100 = % of tourism enterprises certified
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	By 2007, total certified tourism products in Europe were estimated to be between 6000 and 10,000; and globally there were just less than 15,000 certified businesses and products.
Key stakeholders/users	Destination Managers
Suggested actions	Actions to encourage increased certification by tourism enterprises
References	http://www.responsibletravel.org/resources/documents/reports/Ecotourism_Handbook_III.pdf

A.2 Customer Satisfaction

Indicator: A.2.1	Percentage of visitors that are satisfied with their overall experience in the destination
Reason for measuring	The quality of the visitor experience affects the ability of the destination to generate economic benefits. This indicator investigates visitor satisfaction.
Data requirements	Results of visitor survey
Units of measurement	%
Terms in glossary	Visitor satisfaction
Data collection instructions	Visitor Survey
Method of calculation	Total number of visitors responding as satisfied with overall experience ÷ total number of visitor respondents * 100 = % of visitors satisfied with overall experience
Frequency of data collection	Every one or two years as resources allow
Reporting format	Bar chart showing change over time
International benchmarks	Brussels – 95.68% of visitors satisfied with overall experience (2012) Northern Ireland – 99% of visitors satisfied with overall experience (2003)
Key stakeholders/users	All
Suggested actions	Low scores require further analysis. Matching the data with visitor profiles and tourism products can help provide a more in-depth picture and identify issues to focus on.
References	http://www.tci-research.com/ http://visitbrussels.be/bitc/static/front/img/db/img_8999.pdf UNWTO practical guide to destination management: section 1.9 Maximising Visitor Satisfaction

Indicator: A.2.2.	Percentage of repeat/return visitors (within 5 years)
Reason for measuring	Visitors who return and become loyal, repeat visitors are often more economically beneficial to the destination. Monitoring the percentage of repeat visitors is important.
Data requirements	Results of visitor survey
Units of measurement	%
Terms in glossary	Repeat/return visitor
Data collection instructions	Visitor Survey
Method of calculation	Total number of repeat/return visitor respondents in last 5 years ÷ total number of visitor respondents in last 5 years * 100 = % of repeat/return visitors in last 5 years
Frequency of data collection	Annual
Reporting format	Bar chart showing trend
International benchmarks	N/A
Key stakeholders/users	Destination Managers
Suggested actions	Further analysis into satisfaction levels
References	

Section B: Economic Value

B.1 Tourism Flow (volume & value) at Destination

Indicator: B.1.1	Number of tourist nights per month
Reason for measuring	The number of tourist nights is a primary indicator of tourism volume in the destination. This indicator measures average volume per month throughout the year, revealing seasonal patterns in the destination.
Data requirements	Number of visitors, tourists, and tourist nights
Units of measurement	Occupancy rate (the closest industry standard measure)
Terms in glossary	Tourist nights
Data collection instructions	Destination Management Survey Visitor Survey
Method of calculation	Tally number of tourist nights every month Tally total number of tourist nights annually ÷ 12 = Average number of tourist nights per month
Frequency of data collection	Monthly Annually
Reporting format	Bar chart by month for fiscal/reporting year
International benchmarks	N/A
Key stakeholders/users	Destination Managers, Tourism Enterprises
Suggested actions	Monitor annual trends determine if tourism is increasing or decreasing tourist nights
References	

NOTES:

Note: destinations such as parks with few overnight visitors should use tourist days per month (B 3.1.1.2)

Regional and national tourism statistics usually collect the total number of tourist nights in the region or the country. In most cases they only include commercial accommodation (not residential tourism), but they represent good estimations. Furthermore, most are geographically divided into municipalities or small destinations and temporarily split by months. If these figures are available, it is ideal and there is no need to collect further data on this. If not, it is necessary to collect the data at the destination level. This can be done by the destination representatives who can ask for data directly from the different commercial tourism accommodation enterprises since they have their own occupancy registers.

Indicator: B.1.2	Number of 'same day' visitors per month
Reason for measuring	Comparing day and overnight visitors is important. While overnight visitors have a higher trip spend, day visitors are often important for retailers.
Data requirements	Results of visitor survey
Units of measurement	Number of people
Terms in glossary	Same day visitors
Data collection instructions	Visitor Survey
Method of calculation	Total number of same day visitors
Frequency of data collection	Annually
Reporting format	Bar graph by month for fiscal/reporting period
International benchmarks	N/A
Key stakeholders/users	Policy Makers, Destination Managers, Tourism Managers
Suggested actions	Monitor annual trends
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_trends

Indicator: B.1.3	Relative contribution of tourism to the destination's economy (% GDP)
Reason for measuring	This measure shows how important tourism is to a destination. A high percentage may suggest economic vulnerability due to over reliance on tourism.
Data requirements	Total value of tourism in the destination made up of revenue generated from all tourism businesses and their subsectors and related activities. Total value of the destination's economy.
Units of measurement	%
Terms in glossary	Relative Contribution
Data collection instructions	Total value of tourism can only be accurately calculated using in-depth survey and economic tools such as Satellite Accounting. Destination Management Survey
Method of calculation	Total economic value of tourism ÷ total economic value of destination (GDP) * 100 = % of GDP derived from tourism
Frequency of data collection	Annual
Reporting format	Pie chart, stacked graph
International benchmarks	In 2011, the direct contribution of tourism to Europe's GDP was 2.9% and the total contribution (direct + indirect + induced income) was 7.9%. Direct contribution ranged from 1.6% in Lithuania and Germany to 14.5% in Malta, while total contribution ranged from 4.2% in Lithuania to 27.7% in Malta.
Key stakeholders/users	Policy Makers, Destination Managers
Suggested actions	Monitor annual trends to better forecast economic impacts and develop policy
References	http://www.wttc.org/eng/Tourism_Research/Economic_Data_Search_Tool/

Indicator: B.1.4	Daily spending per overnight tourist (accommodation, food and drinks, other services)
Reason for measuring	Monitoring tourist spending is a good way of showing the direct economic impact of tourism to the destination.
Data requirements	Results of visitor survey
Units of measurement	Local currency
Terms in glossary	Daily spending
Data collection instructions	Visitor Survey
Method of calculation	<p>Tally daily spending per tourist respondents (in total and by item)÷ total number of respondents = Average daily spending per tourist/spending by item</p> <p>Total annual spending by tourists ÷ total number of annual tourists ÷ 365 = Average daily spending per tourist</p>
Frequency of data collection	Annual
Reporting format	Bar chart compared with day visitors
International benchmarks	In Europe, average daily spending per tourist was €64 for all holiday trips in 2011.
Key stakeholders/users	Policy Makers, Destination Managers
Suggested actions	Research and analysis on ways to enhance visitor spending and value chain connections
References	http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-12-028/EN/KS-SF-12-028-EN.PDF

Indicator: B.1.5 Daily spending per same day visitor	
Reason for measuring	To better understand the spending patterns and economic impact of day visitors and compare these patterns over time with overnight visitors
Data requirements	Results of visitor survey
Units of measurement	Local currency
Terms in glossary	Daily spending Same day visitors
Data collection instructions	Visitor Survey
Method of calculation	<p>Tally daily spending per same day visitor respondents ÷ total number of respondents = Average daily spending per same day visitor</p> <p>Total annual spending by same day visitors ÷ total number of annual same day visitors ÷ 365 = Average daily spending per same day visitor</p>
Frequency of data collection	Annual
Reporting format	Pie chart of spending pattern, comparative bar chart of overnight and same day spending
International benchmarks	In the UK, average daily spending per same day visitor, including those visits where no money was spent, was £34 (€42.84) in 2011.
Key stakeholders/users	Policy Makers, Destination Managers, Tourism Managers
Suggested actions	Low tourist spending would suggest the need for product development and reinvestment in destination services
References	http://www.visitengland.org/Images/GBDVS%20Main%20Annual%20Report%20FV3%20-%2025%20%20May%202012_FINAL_tcm30-32969.pdf

B.2 Tourism Enterprise(s) Performance

Indicator: B.2.1	Average length of stay of tourists (nights)
Reason for measuring	The economic value of tourism multiplies as the length of visitor stay increases. Monitoring average length of stay is an important pulse on enterprise and destination performance.
Data requirements	Tourism data reports
Units of measurement	Number of nights
Terms in glossary	Tourist nights
Data collection instructions	Destination Management Survey Visitor Survey
Method of calculation	Tally the total tourist nights per respondent ÷ total number of respondents = Average length of stay per tourist
Frequency of data collection	Annual
Reporting format	Bar graph
International benchmarks	In Europe, the average length of stay was 5.4 nights for all holiday trips in 2011
Key stakeholders/users	Tourism Enterprises, Destination Managers
Suggested actions	Should average length of stay begin to trend downward, investigate potential causes (limited attractions or activities, reduced value for price)
References	http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-12-028/EN/KS-SF-12-028-EN.PDF

Indicator: B.2.2	Occupancy rate in commercial accommodation establishments per month and average for the year
Reason for measuring	Occupancy rates measure the efficiency of accommodation stock utilisation. A sustainable destination fills up its rooms year-round.
Data requirements	Accommodation occupancy report
Units of measurement	%
Terms in glossary	Occupancy rate (by room) Commercial accommodation
Data collection instructions	Destination Management Survey
Method of calculation	<p>Total number of overnight stays in commercial accommodations per month ÷ total number of commercial accommodation rooms available * day in month * 100 = Occupancy rate in commercial accommodations per month</p> <p>Sum of monthly occupancy rates for the year ÷ 12 = Average monthly rate for the year</p> <p>Total number of overnight stays in commercial accommodations annually ÷ 12 ÷ total number of commercial accommodations rooms available * 365 * 100 = Average monthly occupancy rate for the year</p>
Frequency of data collection	Monthly Annual
Reporting format	Bar chart for reporting period, pie chart
International benchmarks	In 2011, the average occupancy rate was 64% in commercial accommodation in the UK.
Key stakeholders/users	Hoteliers, Destination Managers
Suggested actions	Monitor trends over time, address seasonality issues, and use to consider applications for further room development
References	http://www.visitengland.org/Images/UKOS%20Annual%20summary_FINAL_290512_tcm30-32955.pdf

B.3 Quantity and Quality of Employment

Indicator: B.3.1	Direct tourism employment as percentage of total employment
Reason for measuring	To understand the role of tourism in job creation and the sector's relative value in terms of employment generation.
Data requirements	Results of employment reports and analysis
Units of measurement	%
Terms in glossary	Direct tourism employment
Data collection instructions	Destination Management Survey
Method of calculation	Total number of residents directly employed by tourism ÷ total size of destination labour force * 100 = % of local residents directly employed by tourism
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	In Europe, direct tourism employment was 3.3% of total employment in 2011, ranging from 1.6% in Lithuania to 15.7% in Malta.
Key stakeholders/users	Destination Managers, Policy Makers
Suggested actions	Monitor trends to better understand the growth or decline of tourism jobs
References	http://www.wttc.org/site_media/uploads/downloads/european_unio n2012.pdf

Indicator: B.3.2. Percentage of jobs in tourism that are seasonal	
Reason for measuring	A true measure of tourism's employment generation and value needs to consider the seasonal variation in employment.
Data requirements	Results of employment report
Units of measurement	%
Terms in glossary	Seasonal
Data collection instructions	Enterprise Survey
Method of calculation	Total number of seasonal tourism jobs ÷ total number of tourism jobs * 100 = % of tourism jobs that are seasonal
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	In 2007, 24% of hotel and restaurant employees and 30% employed in tourist accommodation had a seasonal job in Europe
Key stakeholders/users	Destination Managers, Policy Makers
Suggested actions	Try to find opportunities for tourism jobs that are year-round and not subjected to seasonal variations
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_employment

NOTES: The percentage of jobs that were seasonal ranged from 6% in Estonia and Romania to 55% in Poland for the hotel and restaurant sector and from 7% in Romania to 41% in Greece for tourist accommodation in 2007.

B.4 Tourism Supply Chain

Indicator: B.4.1	Percentage of locally produced food, drink , goods and services sourced by the destinations enterprises
Reason for measuring	Sourcing local products and services increases the economic value of tourism. Tracking this figure will help DMOs explore ways to increase the connection between tourism and the economic and environmental value of supporting local products, goods, services and agriculture.
Data requirements	Results of Enterprise survey
Units of measurement	%
Terms in glossary	Local/Regional
Data collection instructions	Enterprise survey
Method of calculation	Percentage of food, drink goods and services sourced by the destinations enterprises that are produced locally
Frequency of data collection	Annual
Reporting format	Stacked bar graph
International benchmarks	N/A
Key stakeholders/users	Tourism Enterprises, Destination Managers
Suggested actions	If the result is low (>20%), encourage more enterprises to consider responsible purchasing practices
References	

Section C Social and Cultural Impact

C.1 Community / Social Impact

Indicator: C.1.1	Number of tourists per 100 residents
Reason for measuring	The density of tourists in comparison to residents offers a suitable indicator for understanding the social impact of tourism on residents. This is referred to as the 'penetration ratio'.
Data requirements	Number of tourists
Units of measurement	Number of tourists
Terms in glossary	
Data collection instructions	Destination Management Survey
Method of calculation	Total number of tourists* average length of stay/total residents*365/100
Frequency of data collection	Annually
Reporting format	Bar graph
International benchmarks	In Europe, the average tourism intensity was 446.3 tourists per 100 residents in 2009.
Key stakeholders/users	Destination Managers, Policy Makers
Suggested actions	When visitor density is high, it is important to identify any bottlenecks (e.g. parking, pedestrian areas) that could alleviate resident stress and improve the visitor experience.
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_statistics_at_regional_level

Indicator: C. 1.2	Percentage of residents who are satisfied with tourism in the destination (per month/season)
Reason for measuring	Checking on resident satisfaction on a regular basis is an important gauge for visitor experience. Being alert to changes in levels of resident satisfaction and taking action where necessary is fundamental to sustainable tourism.
Data requirements	Resident surveys, tourism studies during peak season
Units of measurement	%
Terms in glossary	Resident satisfaction
Data collection instructions	Resident Survey
Method of calculation	<p>Number of residents who responded “satisfied” or better ÷ total number of residents who responded * 100 = % of residents satisfied with tourism</p> <p>Repeat for each month/season/year</p>
Frequency of data collection	<p>Monthly</p> <p>Seasonally</p> <p>Annually</p>
Reporting format	Bar graph
International benchmarks	N/A
Key stakeholders/users	Destination Managers
Suggested actions	Should the results be less than an agreed percentage, destination managers and tourism enterprises need to engage with residents to determine how to better plan tourism development and activities
References	

Indicator: C. 1.3	Number of beds available in commercial accommodation establishments per 100 residents
Reason for measuring	This is a way of measuring the relative impact of tourism on residents' way of life.
Data requirements	Tourism census for accommodations and beds
Units of measurement	Number of beds
Terms in glossary	Available beds Commercial accommodation
Data collection instructions	Destination Management Survey
Method of calculation	Total number of beds in commercial accommodation ÷ total number of residents * 100 = Number of available beds per 100 residents
Frequency of data collection	Annually
Reporting format	Bar chart
International benchmarks	5.7 bed places available per 100 residents in Europe (2009) Average bed places available in the 14 European regions with the highest number of tourist bed places per 100 residents = 51.1 beds places (2005)
Key stakeholders/users	Destination Managers, Policy Makers
Suggested actions	When the number of beds per 100 residents rises sharply it might be time to have a public meeting about the impacts of accommodation development. This is a particular concern if occupancy rates average under 60%.
References	http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=tour_cap_bed&lang=en http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-08-001/EN/KS-SF-08-001-EN.PDF

Notes: 28,388,523 / 498,000,000 * 100 residents = 5.7 bed places per 100 residents (EU-27 bed places available in 2009/population of EU-27 in 2009)

Indicator: C. 1.4		Number of second homes per 100 homes
Reason for measuring	Having large numbers of rental properties can change the nature of a destination, particularly when second homes properties outnumber resident homes. Keeping a check on the balance of second homes and residencies can help address this issue before it becomes a problem.	
Data requirements	Number of second homes Number of resident homes	
Units of measurement	Number of second homes	
Terms in glossary	Second homes	
Data collection instructions	Destination Management Survey	
Method of calculation	<p>Total number of homes ÷ 100 = N factor Total number of second homes ÷ N factor = Number of second/rental homes per 100 homes</p> <p>Total number of second homes ÷ total number of homes * 100 = Number of second homes per 100 homes</p>	
Frequency of data collection	Every three years	
Reporting format	Pie chart	
International benchmarks	EU Regions - Nord-Pas-de Calais, Zeeland and West Flanders second/rental homes: 20% (2004), Catalonia: 23% (2005), Southern North Sea coast: 2% (2001). In some seaside resorts, second and holiday homes can reach 75% of all residencies.	
Key stakeholders/users	Destination Managers, Policy Makers	
Suggested actions	When the ratio of second home properties becomes close to 40% of resident homes (or another agreed to percentage), it is time to gauge public concerns and address the impacts of second home development.	
References	http://www.deduce.eu/IFS/IFS22.pdf	

C.2 Safety and Health

Indicator: C.2.1. Percentage of tourists who register a complaint with the police	
Reason for measuring	Increasing crime rates against tourists and by tourists can be a warning sign for other types of social impacts in the destination
Data requirements	Crime reports, statistics
Units of measurement	%
Terms in glossary	
Data collection instructions	Crime Reports
Method of calculation	Total number of tourists who registered a complaint with the police ÷ total number of tourists * 100 = % of tourists who registered a complaint with the police
Frequency of data collection	Annual
Reporting format	Bar graph
International benchmarks	N/A
Key stakeholders/users	Tourism Enterprises, Destination Managers, Government Officials
Suggested actions	Should rates reports exceed target or rise unexpectedly, action to reduce these crimes should be taken
References	

C.3 Gender Equality

Indicator: C.3.1	Percentage of men and women employed in the tourism sector
Reason for measuring	This standard measurement will show the impact of tourism on women's employment. It can be particularly powerful when compared with percentages in other sectors.
Data requirements	Number of employees in the tourism sector Number of male employees Number of female employees
Units of measurement	%
Terms in glossary	-
Data collection instructions	Enterprise Survey
Method of calculation	Total number of men employed in tourism ÷ total number of tourism employees * 100 = % of men employed by tourism Total number of women employed in tourism ÷ total number of tourism employees * 100 = % of women employed by tourism
Frequency of data collection	Annual
Reporting format	Stacked bar graph, pie chart
International benchmarks	Among European countries for which data are available, two out of every three people employed in the tourist accommodation sector were female. Romania has 72% employment of women in tourism. Malta (38 %) and Italy (49 %) are the only countries where women did not hold the majority of the jobs in the tourist accommodation sector (2007).
Key stakeholders/users	All
Suggested actions	An unbalanced situation could mean that career and education programs need reviewing to ensure they are open and appealing to all.
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_employment

BasicIndicator: C.3.2	Percentage of tourism enterprises where the general manager position is held by a woman
Reason for measuring	To ensure both men and women are equitably represented at varying levels tourism employment, including management positions.
Data requirements	Employment and economic impact reports
Units of measurement	%
Terms in glossary	Management positions
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourism enterprises with a woman general manager ÷ total number of tourism enterprises * 100 = % of tourism enterprises where the general manager is a woman
Frequency of data collection	Annual
Reporting format	Stacked bar graph, pie chart
International benchmarks	22% of key positions in tourism are held by women (2010)
Key stakeholders/users	All
Suggested actions	Where the percentage of women in managerial positions is dramatically less than the percentage of women in the sector, particularly when compared with other sectors, programmes should be developed to help recruit and support women moving up the career ladder.
References	UNWTO Global Report on Women in Tourism 2010

C.4 Inclusion/Accessibility

Indicator: C.4.1	Percentage of rooms in commercial accommodation establishments accessible to people with disabilities
Reason for measuring	It is important for a destination to be able to accommodate people with disabilities. This measurement will help raise awareness of the accessibility of the destination. Where the percentage is very low, it may also draw the attention of hoteliers who identify a market opportunity.
Data requirements	Reports on accessibility at commercial accommodations
Units of measurement	%
Terms in glossary	Commercial accommodation Accessibility Accessibility schemes
Data collection instructions	Enterprise Survey
Method of calculation	Total number of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised information schemes ÷ total number of commercial accommodations * 100 = % of commercial accommodations with rooms accessible to people with disabilities
Frequency of data collection	Annual
Reporting format	Clustered bar graph (accommodations, attractions, public transport)
International benchmarks	At least 5% recommended by ENAT
Key stakeholders/users	Destination Managers, Tourism Enterprises
Suggested actions	DMOs can encourage accessible accommodation by listing accessible businesses in their brochures and online marketing
References	http://www.accessibletourism.org , http://www.tourismforall.org.uk/

Indicator: C.4.2	Percentage of commercial accommodation establishments participating in recognized accessible information schemes
Reason for measuring	It is important for the destination to have internationally developed, approved and recognized accessible scheme
Data requirements	Reports on accessibility and the use of international accessible schemes at commercial accommodations
Units of measurement	%
Terms in glossary	Commercial accommodation Accessibility Accessibility schemes
Data collection instructions	Enterprise Survey
Method of calculation	Total number of commercial accommodation establishments participating in recognised schemes ÷ total number of commercial accommodations establishments * 100 = % of commercial accommodations establishments with recognized accessible schemes
Frequency of data collection	Annual
Reporting format	Clustered bar graph (accommodations, attractions, public transport)
International benchmarks	N/A
Key stakeholders/users	Destination Managers, Tourism Enterprises
Suggested actions	DMOs can encourage accessible accommodation by listing accessible businesses in their brochures and online marketing
References	http://www.accessibletourism.org , http://www.tourismforall.org.uk/

Indicator: C.4. 3		Percentage of public transport that is accessible to people with disabilities and with specific access requirements
Reason for measuring	Destinations need to be accessible to all visitors	
Data requirements	Results on accessibility coverage of local public transport systems	
Units of measurement	% of land area	
Terms in glossary	Local transport Accessibility	
Data collection instructions	Destination Management Survey	
Method of calculation	$\frac{\text{Total area (in km}^2\text{) of coverage by accessible public transport}}{\text{total area (in km}^2\text{)}} * 100 = \% \text{ of destination (in km}^2\text{) covered by accessible public transport}$	
Frequency of data collection	Annual	
Reporting format	Spatial representation	
International benchmarks	N/A	
Key stakeholders/users	Transportation Services, Destination Managers	
Suggested actions	Low levels of coverage may be indicative of the need invest in accessible transport	
References	http://www.sagetraveling.com/Public-Transportation/	

Indicator: C.4.4	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes
Reason for measuring	DMOs need to ensure visitors with limited mobility can access public attractions. This indicator can be used to highlight good practice.
Data requirements	Enterprise Survey results on accessibility at attractions
Units of measurement	%
Terms in glossary	Accessibility Accessibility schemes
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourist attractions accessible to people with disabilities and/or participating in recognised schemes ÷ total number of tourist attractions * 100 = % of visitor attractions accessible to people with disabilities
Frequency of data collection	Annual
Reporting format	Clustered bar graph (accommodations, attractions, public transport)
International benchmarks	N/A
Key stakeholders/users	Tourism Enterprises, Destination Managers
Suggested actions	Where a low number of attractions are accessible, investment may need to be made in consultation with groups promoting accessible tourism.
References	ENAT (European Network for Accessible Tourism)

NOTES: Some natural/cultural attractions are not suitable to be converted for accessibility such as those under protection, or those in inaccessible locations e.g. caves.

C.5 Protecting and Enhancing Cultural Heritage, Local Identity and Assets

Indicator: C.5. 1	Percentage of residents that are satisfied with the impact of tourism on destination identity
Reason for measuring	This indicator is a barometer of tourism's cultural impact.
Data requirements	Community meeting minutes, resident surveys
Units of measurement	%
Terms in glossary	Destination identity
Data collection instructions	Resident Survey
Method of calculation	<p>Total number of residents with positive view of tourism impact ÷ total number of resident respondents * 100 = % of residents who have a positive view on the impact of tourism on destination identity</p> <p>Total number of resident respondents with negative view of tourism impact ÷ total number of resident respondents * 100 = % of residents who have a negative view on the impact of tourism on destination identity</p>
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	N/A
Key stakeholders/users	
Suggested actions	Where negative views are high, concerns should be addressed through an inclusive participatory process.
References	http://socib.academia.edu/AmyDiedrich/Papers/799615/Local_perceptions_of_tourism_as_indicators_of_destination_decline

Indicator: C.5. 2	Percentage of the destination's events that are focused on traditional/local culture and heritage
Reason for measuring	Holding events focused on local culture can be an effective means of increasing pride.
Data requirements	Calendar of events
Units of measurement	%
Terms in glossary	Traditional / local culture (may include sports) Local heritage
Data collection instructions	Destination Management Survey
Method of calculation	Total number of biggest tourism events (in revenue or visitor number) based on traditional/local culture/heritage ÷ total number of all events in destination * 100 = % of biggest ten events focused on traditional culture
Frequency of data collection	Annual
Reporting format	Bar graph
International benchmarks	N/A
Key stakeholders/users	DMO, Department of Culture
Suggested actions	Where there are low numbers of events and high tourist interest in culture, developing this aspect of the tourism events calendar is recommended
References	

Section D: Environmental Impact

D.1 Reducing Transport Impact

Indicator: D.1.1	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination
Reason for measuring	Tracking the mode of transport used by visitors helps flag the need to increase the availability of sustainable transport options.
Data requirements	Transportation reports
Units of measurement	%
Terms in glossary	Modes of transport
Data collection instructions	Visitor Survey
Method of calculation	<p>Total number of tourists and same day visitors respondents using different modes of transport to arrive at the destination ÷ total number of tourists and same day visitors respondents * 100 = % of tourists and visitors using different modes of transport to arrive at the destination</p> <p>Repeat calculation for each mode of transport</p>
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	In 2005, the distribution of different transport modes for overnight trips of 4 nights or more in Europe was Air = 25.1%, Private and hired vehicle = 57.2%, Bus, coach = 7.2%, Rail = 7.9%, Other = 2.7%
Key stakeholders/users	DMOs, transportation authorities/companies
Suggested actions	Strategy to increase availability of sustainable transport options
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_and_sustainable_development

Indicator: D.1. 2		Percentage of tourists and same day visitors using local/soft mobility/public transport services to get around the destination
Reason for measuring	Tracking the use of traffic reducing, environmentally-friendly (soft mobility) transport options can help to inform local transportation policies.	
Data requirements	Transportation reports	
Units of measurement	Percentage	
Terms in glossary	Soft mobility Local transport	
Data collection instructions	Visitor Survey	
Method of calculation	$\frac{\text{Total number of tourists and same day visitors using local/soft mobility/public transport services to get around the destination}}{\text{total number of tourists and same day visitors}} * 100 = \% \text{ of tourists and same day visitors using local/soft mobility/public transport services to get around the destination}$	
Frequency of data collection	Annual	
Reporting format	Pie chart	
International benchmarks	In Europe, bus/coach/rail was the primary mode of transport for 15.1% of overnight trips of 4 nights or more in 2005.	
Key stakeholders/users	DMO, transportation authorities	
Suggested actions	Strategy to promote the use of sustainable transport options	
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_and_sustainable_development	

Indicator: D.1.3		Average travel (km) by tourists and same day visitors from home to the destination	
Reason for measuring	This information helps identify the cost of distance and the environmental impact of attracting short-haul visitors. It also adds to visitor profile information for marketing purposes.		
Data requirements	Transportation reports		
Units of measurement	Km		
Terms in glossary	-		
Data collection instructions	Visitor Survey		
Method of calculation	Tally total km travel by tourists and/or same day visitors travelling from home ÷ total number of tourists and/or same day visitors = Average travel (km) by tourists and same day visitors		
Frequency of data collection	Annual		
Reporting format	Table		
International benchmarks	N/A		
Key stakeholders/users	DMOs		
Suggested actions	Promotional activities emphasising short-haul travel and alternative modes of travel to the destination, such as rail.		
References			

NOTES: European tourism statistics are currently limited to at least an overnight stay; as of 2014, outbound same day visits will be covered as well.

Indicator: D.1.4	Average carbon footprint of tourists and same day visitors traveling from home to the destination
Reason for measuring	Tracking carbon emission and impact on the environment due to travel to destinations by different means of transport.
Data requirements	Average distance from home to destination, different transport means used, average carbon emission per transport mean
Units of measurement	kg
Terms in glossary	Carbon emission
Data collection instructions	Visitor Survey
Method of calculation	Average travel from home to destination (km)*share of used transport mean*average carbon emission of transport mean per km (kg) = average carbon emitted (kg)
Frequency of data collection	Annual
Reporting format	Clustered bar chart (air, car, rail, sea)
International benchmarks	N/A
Key stakeholders/users	DMO, environmental authorities, travel transport enterprises
Suggested actions	Increased promotion to use transport means with lower carbon emission;
References	https://co2.myclimate.org/en/car_calculators/new ; http://www.carbonfootprint.com/calculator.aspx

D.2 Climate Change

Indicator: D.2.1	Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO ₂ offset, low energy systems, etc.—and “adaptation” responses and actions
Reason for measuring	Business engagement in mitigation activities is a sign of increased awareness and success of DMO incentives.
Data requirements	Climate change reports, programs, events, news
Units of measurement	%
Terms in glossary	Climate change mitigation Climate change adaptation response
Data collection instructions	Enterprise survey
Method of calculation	Total number of tourism enterprises involved in mitigation and adaptation ÷ total number of tourism enterprises * 100 = % of tourism enterprises involved in climate change mitigation schemes and adaptation actions
Frequency of data collection	Annual
Reporting format	Clustered bar graph (tourism enterprises, destination)
International benchmarks	N/A
Key stakeholders/users	DMO, environmental agencies, hotel/tourism associations
Suggested actions	Where this is low (>30%), programs may need to be developed to increase awareness of the issues related to climate change
References	http://www.unep.fr/shared/publications/pdf/DTIx1047xPA-ClimateChange.pdf

Indicator: D.2.2	Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones.”
Reason for measuring	This indicator is designed to raise awareness of climate-related vulnerability.
Data requirements	Land use and zoning reports
Units of measurement	%
Terms in glossary	Vulnerable zones
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourism accommodations and attractions located in “vulnerable zones” ÷ total number of accommodations and attractions * 100 = % of tourism accommodations and attractions located in “vulnerable zones”
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	N/A
Key stakeholders/users	DMO, environmental agencies, hotel/tourism associations
Suggested actions	Where this is high, efforts to engage the tourism industry in mitigation and adaptation will also need to be high
References	http://cca.eionet.europa.eu/docs/TP_1-2011

D.3 Solid Waste Management

Indicator: D.3.1	Waste production per tourist night compared to general population waste production per person (kilos)
Reason for measuring	This indicator measures the size of the solid waste footprint of the destination. Indicator shows to what extent tourism contributes to average waste produced by residents in the destination in order to assess the effectiveness of waste reduction initiatives.
Data requirements	Waste and recycling reports, landfill statistics
Units of measurement	Kg per month
Terms in glossary	-
Data collection instructions	Waste report and Enterprise survey
Method of calculation	<p>The volume of waste produced per month by tourists ÷ total number of tourists nights residents = Waste per tourist night resident per month</p> <p>The volume of waste produced per month by residents ÷ total number of tourists nights residents = Waste per tourist night resident per month</p>
Frequency of data collection	Monthly Annually
Reporting format	Bar chart
International benchmarks	<p>In Europe, 524 kg of municipal waste was generated per resident/year in 2008, which varied from 306 kg in the Czech Republic to 802 kg in Denmark.</p> <p>Every international tourist in Europe generates at least 1 kg of solid waste per day, and up to 2 kg/resident/day for the USA (UNEP 2003).</p>
Key stakeholders/users	DMO, waste management agency, hotel/tourism association
Suggested actions	Where trends are initially high or are not improving over time, policy or multi-stakeholder meetings may be necessary to assess and mitigate the problem.
References	<p>http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/8-19032010-AP/EN/8-19032010-AP-EN.PDF</p> <p>http://www.unep.org/greeneconomy/Portals/88/documents/ger/GER_11_Tourism.pdf</p>

Basic Indicator: D.3.2	Percentage of tourism enterprises separating different types of waste
Reason for measuring	Keeping track of private sector engagement shows the effectiveness of awareness initiatives and the need for incentives in this area.
Data requirements	Waste stream audits, policies, management plans
Units of measurement	%
Terms in glossary	Waste separation
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourism enterprises involved in waste separation activities ÷ total number of tourism enterprises * 100 = % of tourism enterprises involved in waste separation
Frequency of data collection	Annual
Reporting format	Clustered bar chart (waste, water, energy)
International benchmarks	N/A
Key stakeholders/users	DMO, waste management agency, hotel/tourism association
Suggested actions	When this percentage is low, the DMO should work with above stakeholders or policy makers to promote and encourage waste separation.
References	http://sutour.ier.uni-stuttgart.de/englisch/downloads/sutour_lores_en.pdf http://www.unep.fr/shared/publications/pdf/WEBx0015xPA-WaterWaste.pdf

Indicator: D.3.3	Percentage of waste recycled per tourist compared to total waste recycled per resident per year
Reason for measuring	Recycling is one way to reduce landfill waste. This indicator tracks the success of recycling initiatives.
Data requirements	Waste and recycling reports, landfill statistics
Units of measurement	%, tonnes
Terms in glossary	Recycled
Data collection instructions	Waste report
Method of calculation	<p>Tally total volume of recycled materials per year ÷ total number of tourists per year = total volume of waste recycled per tourist per year</p> <p>Tally total volume of recycled materials per year ÷ total number of residents = Total volume recycled per resident per year</p> <p>Total volume of waste recycled per tourist per year ÷ Total volume of waste recycled per resident per year * 100 = percentage of waste recycled compared per tourist per year</p>
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	<p>In Europe, 40% of waste was land filled, 20% incinerated, 23% recycled and 17% composted (2008).</p> <p>The Member States with the highest recycling rates for municipal waste were Germany (48% of waste treated), Belgium and Sweden (both 35%), Ireland and the Netherlands (both 32%) and Slovenia (31%).</p> <p>Composting of municipal waste was most common in Austria (40%), Italy (34%), the Netherlands (27%), Belgium (25%), Spain and Luxembourg (both 20%).</p>
Key stakeholders/users	DMO, waste management agency, hotel/tourism association
Suggested actions	Collaborative efforts and/or policy will be needed to increase recycling efforts and incentives can be provided for enterprises using recycled goods
References	http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/8-19032010-AP/EN/8-19032010-AP-EN.PDF

Notes: In destinations where there are more tourists than residents volume of waste per tourist may be more appropriate.

D.4 Sewage Treatment

Indicator: D.4.1	Percentage of sewage from the destination treated to at least secondary level prior to discharge
Reason for measuring	Sewage discharge treatment is fundamental to sustainability. Tracking this information helps to identify and treat problem areas where they exist.
Data requirements	Sewage treatment and discharge maps
Units of measurement	%
Terms in glossary	Secondary sewage treatment
Data collection instructions	Sewage reports
Method of calculation	Total amount of sewage treated at least at secondary level prior to discharge ÷ total amount of sewage * 100 = % of sewage treated at least at secondary level prior to discharge
Frequency of data collection	Every three years
Reporting format	Map
International benchmarks	N/A
Key stakeholders/users	DMO, waste management/sanitation agency, hotel/tourism association
Suggested actions	Where this is low, an action strategy will be needed to drive change
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Water_statistics#Wastewater_treatment

NOTES:

Tertiary wastewater treatment is most common in the Netherlands, Germany, Austria, Italy, Sweden and Greece, where at least four in every five residents are connected to this type of wastewater treatment.

D.5 Water Management

Indicator: D.5.1	Water consumption per tourist night compared to general population water consumption per resident night
Reason for measuring	Tracking fresh water consumption in tourism enterprises and comparing this with resident usage highlights the water footprint of the tourism sector and the need for conservation measures where needed.
Data requirements	Water usage reports, monthly utilities, annual tourist nights, population
Units of measurement	Litres
Terms in glossary	-
Data collection instructions	Enterprise Survey Destination water usage report
Method of calculation	<p>Total fresh water consumption related to general population (per year or per month) ÷ total number of residents = fresh water consumption per resident (per year or per month)</p> <p>Total fresh water consumption related to tourism (per year or per month) ÷ total number of tourists nights (per year or per month) = fresh water consumption per tourist night</p> <p>Compare</p>
Frequency of data collection	Annual
Reporting format	Bar graph
International benchmarks	Each tourist consumes 300 liters of freshwater per day on average, whereas “luxury” tourists can consume up to 880 liters. By comparison, average per capita residential consumption in Europe is estimated at 241 liters per day (2011).
Key stakeholders/users	DMO, water authorities, hotel/tourism associations
Suggested actions	Increased awareness of importance of and investment in water-saving programmes for the tourism sector
References	http://www.unep.org/greeneconomy/Portals/88/documents/ger/GER_11_Tourism.pdf

Indicator: D.5.2	Percentage of tourist enterprises taking actions to reduce water consumption
Reason for measuring	Tracking tourism enterprise engagement in water use and conservation activities helps gauge the success of water conservation initiatives that will result in saving money for enterprises.
Data requirements	Water usage report, policies, management plans
Units of measurement	%
Terms in glossary	Water reduction actions
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourism enterprises undertaking water reduction actions ÷ total number of tourism enterprises * 100 = % of tourism enterprises reducing water consumption
Frequency of data collection	Annual
Reporting format	Pie chart
International benchmarks	N/A
Key stakeholders/users	DMO, water authorities, hotel/tourism associations
Suggested actions	Increased awareness of the importance of and investment in water-saving programmes for the tourism sector
References	http://www.unep.fr/shared/publications/pdf/WEBx0015xPA-WaterWaste.pdf

Indicator: D.5.3 Percentage of tourism enterprises using recycled water	
Reason for measuring	Using recycled grey water can be an effective reduction strategy for garden irrigation. This indicator tracks how widely implemented these initiatives are at the tourism enterprise level.
Data requirements	Water usage report, policies, management plans
Units of measurement	%
Terms in glossary	Recycled water
Data collection instructions	Enterprise survey
Method of calculation	Total number of tourism enterprises using recycled water ÷ total number of tourism enterprises * 100 = % of tourism enterprises using recycled water
Frequency of data collection	Annual
Reporting format	Clustered bar chart (waste, water, energy)
International benchmarks	N/A
Key stakeholders/users	DMO, water authority, hotel/tourism associations
Suggested actions	Where uptake is low and water scarcity is high, greater emphasis will need to be placed in recycling technologies, particularly for high water users such as golf courses
References	http://www.unep.fr/shared/publications/pdf/WEBx0015xPA-WaterWaste.pdf

D.6 Energy Usage

Indicator: D.6.1	Energy consumption per tourist night compared to general population energy consumption per resident night
Reason for measuring	The energy consumption of the tourism sector is a crucial piece of information for tourism development and planning. Reducing the tourism energy footprint will also save enterprises money.
Data requirements	Energy usage reports, monthly utilities, annual tourist nights, population
Units of measurement	Percentage resident/tourist consumption
Terms in glossary	Energy consumption
Data collection instructions	Enterprise survey Destination energy usage report
Method of calculation	<p>Total energy consumption related to general population (per year or per month) ÷ total number of residents = fresh energy consumption per resident (per year or per month)</p> <p>Total energy consumption related to tourism (per year or per month) ÷ total number of tourist nights (per year or per month) = energy consumption per tourist night</p> <p>Compare</p>
Frequency of data collection	Annual
Reporting format	Bar chart
International benchmarks	World daily energy consumption per capita is estimated at 135MJ (a value that includes energy generation and industry).
Key stakeholders/users	DMO, energy authorities, hotel/tourism associations
Suggested actions	Increased investment in energy-saving programs for the tourism sector
References	http://www.unep.org/greeneconomy/Portals/88/documents/ger/GER_11_Tourism.pdf

Notes: There is no systematic international country dataset on energy consumption from tourism activities.

Indicator: D.6.2	Percentage of tourism enterprises that take actions to reduce energy consumption
Reason for measuring	Tracking tourism enterprise engagement in saving energy with different measures like using low energy lighting helps gauge the success of energy-saving programs and initiatives.
Data requirements	Energy usage report, policies, management plans
Units of measurement	%
Terms in glossary	Energy saving actions Low-energy lighting (e.g., LEDs) and similar
Data collection instructions	Enterprise Survey
Method of calculation	Total number of tourism enterprises that perform actions to reduce energy consumption ÷ total number of tourism enterprises * 100 = % of tourism enterprises that take actions to reduce energy consumption
Frequency of data collection	Annual
Reporting format	Clustered bar chart (waste, water, energy)
International benchmarks	N/A
Key stakeholders/users	DMO, energy authorities, hotel/tourism associations
Suggested actions	Increased investment in energy-saving programs for the tourism sector
References	http://www.setcom-project.eu/uploads/media/SETCOM_Broschuere_final_02.pdf

Indicator: D.6.3	Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption at destination level per year
Reason for measuring	This indicator tracks the destination's progress in converting to renewable sources of energy.
Data requirements	Energy usage reports, monthly utilities, annual tourist nights, population
Units of measurement	Mwh
Terms in glossary	Renewable energy
Data collection instructions	Enterprise Survey Destination energy usage report
Method of calculation	Tally total amount of renewable energy consumed per annum Total amount of renewable energy consumed per annum ÷ total amount of energy consumed per annum * 100 = % of total energy consumed that came from renewable sources
Frequency of data collection	Annual
Reporting format	Bar chart
International benchmarks	Renewable energy sources accounted for 9.0 % of the Europe's gross inland energy consumption in 2009. In Latvia and Sweden, over one third of the energy consumed was derived from renewable and more than a quarter in Austria. The renewable energy target for Germany is 45% by 2030.
Key stakeholders/users	DMO, energy authorities, hotel/tourism associations
Suggested actions	Destination-wide discussion of goals for renewable energy
References	http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Renewable_energy_statistics http://www.unep.fr/shared/publications/pdf/3258-SwitchedOn.pdf

D.7 Landscape and Biodiversity Protection

Indicator: D.7.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes.
Reason for measuring	Tourism enterprises are significant beneficiaries of investment in protected areas, so it is important to track the sector's contribution to conservation.
Data requirements	Biodiversity and conservation programs, policies, management plans
Units of measurement	%
Terms in glossary	Biodiversity and landscape protection
Data collection instructions	Enterprise survey
Method of calculation	Total number of tourism enterprises actively supporting local protection, conservation and management ÷ total number of tourism enterprises * 100 = % of tourism enterprises actively supporting local protection, conservation, and management
Frequency of data collection	Annual
Reporting format	Clustered bar graph (pollution)
International benchmarks	N/A
Key stakeholders/users	DMO, Environmental agencies, Hotel/Tourism Associations
Suggested actions	Development of programmes for philanthropy and discussion of opportunities for charitable contributions of time and/or money
References	http://www.cbd.int/doc/programmes/tourism/tourism-manual-en.pdf