

# ETC EXECUTIVE DASHBOARD

Pilot Version

Valeria Croce

Research and Development Manager

European Travel Commission

Vienna, 13<sup>th</sup> September 2013



# The European Travel Commission in a nutshell

*“Work together to build the value of tourism to all the beautiful and diverse countries of Europe through cooperating in areas of sharing best practices, market intelligence and promotion”.*

**ETC is an international non profit-making organisation based in Brussels.**

**ETC is responsible for the promotion of Europe as a tourist destination.**

**It represents 33 National Tourist Organisations (NTOs) in Europe.**

**ETC undertakes three basic activities: marketing, research and advocacy.**



# All we do is based on research



*“ETC is an international marketing organisation that promotes Europe as a tourist destination, provides a range of market intelligence and e-services to its members, and encourages the sharing of best practices”.*

- **Market Intelligence Group (MIG):** ETC **expert group** on research, it comprises the research directors of all 33 NTOs who are ETC members.
- **Market Intelligence Committee (MIC):** the *‘steering group’* responsible to realise the MIG research programme. It consists of approximately 10 *volunteers of the MIG*.
- **Executive Unit Research & Development Department:** ETC research unit, it provides research support to ETC members and the Executive Unit. It also provides management and coordination support to the MIC and MIG.



# A holistic approach to market intelligence

## Trends watch

### Interesting Articles

Extranet for European Travel Commission members

**Interesting Articles Content**  
Please find below weekly updated interesting articles.

**The World of Tourism**

Type	Name
	International tourism demand exceeds expectations in the first half of 2013
	Taleb Rifal reelected as UNWTO Secretary-General
	6th UNWTO International Meeting on Silk Road Tourism shows the value of cultural routes
	Business travel spending to grow globally
	Eurozone remains unsettled, while Asia-Pacific and Latin America face price rises
	An extra 12 million international tourists in the first four months of 2013

## Market studies





## Best practice handbooks





## Reports & Studies

Extranet for European Travel Commission members

**Content of Reports & Studies**  
This site provides you with access to all ETC studies & publications which are free for our members.

Many of these are also available for external parties on our corporate website via the following link: <http://www.etc-corporate.org>

If you need some help to get started, take a look at the User Manual: **USER MANUAL - REPORTS & STUDIES**

**UNWTO Publications**

Type	Name	Title
	UNWTO_Barom13_01_June	UNWTO Barometer - June 2013
	UNWTO_Barom13_03_June_Statistical_Annex_en	UNWTO Barometer - June 2013 - Statistical Annex
	UNWTO_Barom13_02_Apr	UNWTO Barometer - April 2013
	UNWTO_Barom13_02_April_Statistical_Annex_en	UNWTO Barometer-January 2013 - Statistical Annex
	UNWTO_Barom13_01_Jan_Statistical_Annex_en	UNWTO Barometer-January 2013 - Statistical Annex

## Trendwatching

Extranet for European Travel Commission members

**Trendwatching !**

If you have any relevant studies, reports or articles on tourism and/or consumer trends, please contact us.

**Websites & blogs**

**Consumer Trends: Links**

- **Tomorrow's Tourist - Scenarios & Trends** is the most comprehensive analysis of the future of tourism by the Foundation & Ian Yeoman)
- **trendwatching.com**, a website on global consumer trends, ideas and insights.
- **CSout**, a consultancy and market research agency that monitors and analyzes trends in the consumer market.
- **Faith Popcorn**, recognized as America's foremost trend expert, has released her 2013 **'Predictions'**.
- **Springwise**, a website providing a database of new and inspiring business ideas.

## European Union

Extranet for European Travel Commission members

**European Union**  
**LINKS TO THE EUROPEAN UNION**

- **EUROPA**: Website of the EU (European Commission, Parliament, Council, Committee of the Regions etc.)
- **European Commission / Tourism Unit** (DG Enterprise and Industry)
- **Europe - Press room**: A direct link to the Commission's press room where you can find top EU news, latest press releases and press kits.
- **Lisbon Treaty**: A direct link to EU's Lisbon Treaty available in all official EU languages.
- **Antonio Tajani**: EU Vice-President & EU Commissioner for Enterprise & Industry. A direct link to the Commissioner's website.
- **Information & Communication Technologies (ICT)**: A direct link to the website of the ICT Programme of the European Commission. (Updated daily)
- **Eurostat**: Eurostat publishes regular reports on tourism which can be reached by clicking [here](#), (e.g. Inbound and Outbound Tourism, Tourism in the Enlarged European Union, ICT in the Tourism Sector etc.)

**Official EU documents**

Type	Name	Title
	Commission Communication COM (2012) 3520	Europe, the world's No 1 tourist destination - a new political framework for Europe
	Commission Communication COM (2012) 3520	Europe - wichtigstes Reiseziel der Welt: ein neuer politischer Rahmen für den europäischen Tourismus
	Commission Communication COM (2012) 3520	Europe, première destination touristique au monde - un nouveau cadre politique européen

## Statistics

Extranet for European Travel Commission members

**Statistics on ETC corporate site**

**Statistical Sources - Europe & International**

**Europe**

The first link below links to the tourism statistics of the National Statistical Offices of the following countries: Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, FYR Macedonia, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, U.K., Ukraine.

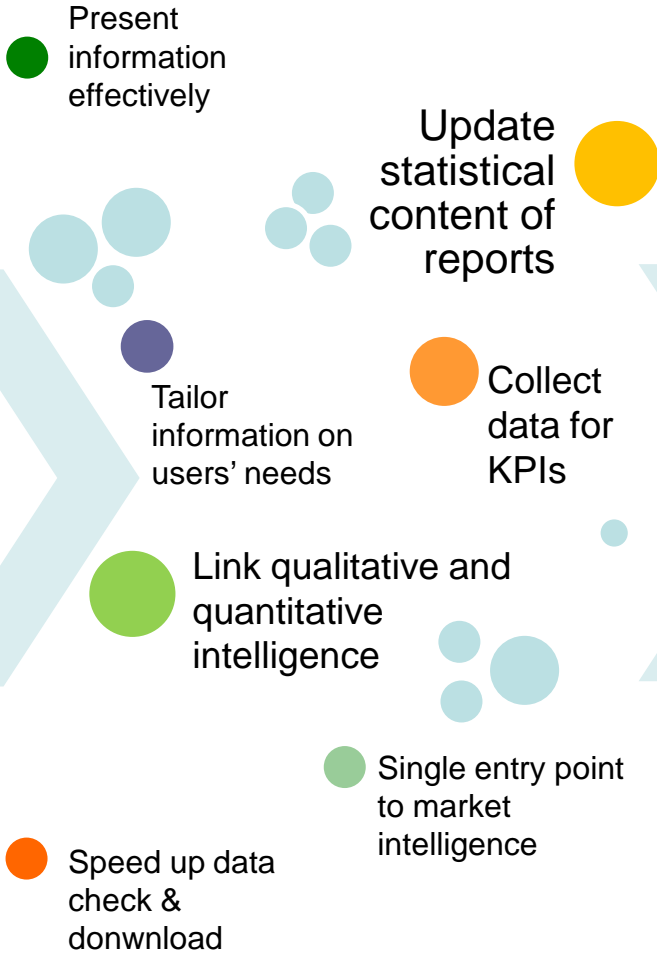
- **National Statistical Offices**
- **EUROSTAT / European Commission**
- **TourMIS Database**: European tourism statistics online!

**International**

- **Long-haul Markets** (to Europe)
- **New Media Trend Watch** (ETC tool for online markets)
- **OECD - Tourism Committee**
- **World Tourism Organization (UNWTO) Barometer / Facts & Figures / Statistics & TSA**
- **World Travel & Tourism Council (WTTC) - Economic Research / Special TSA Country**
- **International Monetary Fund (World Economic Outlook, used in UNWTO Barometer)**
- **Other sources of tourism statistics**

# Multiple issues, single solution

Improve dissemination of market intelligence



# Focus on the relevant aspects

- Simplify **access** to market intelligence services delivered to ETC members through:
  - The provision of a single entry point to finely tuned data;
  - The use of meaningful indicators;
  - Visual interpretation of data;
  - A user-friendly and highly intuitive interface.
- Improve the **timeliness** of information delivered through automated data feed.
- Achieve a more effective **dissemination** and **communication** of results.



# Data partners and potential sources



New data partners?

The multi-colored Google logo.  
The TripAdvisor logo, featuring a stylized eye icon and the text "tripadvisor®".

Public data

The Eurostat logo, with the word "eurostat" in blue and a stylized blue wave icon.  
The World Bank logo, featuring a globe icon and the text "THE WORLD BANK Working for a World Free of Poverty".  
The International Monetary Fund logo, with a globe icon and the text "INTERNATIONAL MONETARY FUND International Monetary Fund".

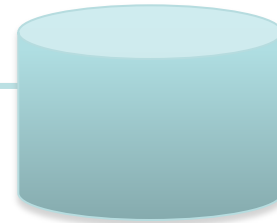
# Flexible, scalable, interactive, efficient

Data

Importers

Backend

Frontend





# A "Data hub" for ETC intelligence

ETC EUROPEAN TRAVEL COMMISSION  
CET EXECUTIVE DASHBOARD

Contact | About

valeria.croce

HOME | DASHBOARD | USER MANAGEMENT | DATA MANAGEMENT

PERFORMANCE | TOP 10 EUROPEAN COUNTRIES

ITA ITR YEAR 2012

International tourist arrivals in 2012

ABSOLUTE GROWTH MAP CHART RANGE Europe

Share in 2012 (abs.)

Region	Share (%)
Northern Europe	12,2%
Central and Eastern Europe	21,2%
Western Europe	31,1%
Southern Europe	35,5%

Growth in 2013

Region	Growth (%)
EUROPE	+4,9
WORLD	+3,6

Source: World Tourism Organization (UNWTO) ©



# A "Data hub" for ETC intelligence



PERFORMANCE TOP 10 EUROPEAN COUNTRIES

ITA ITR

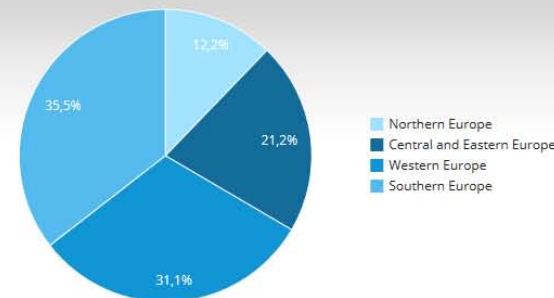
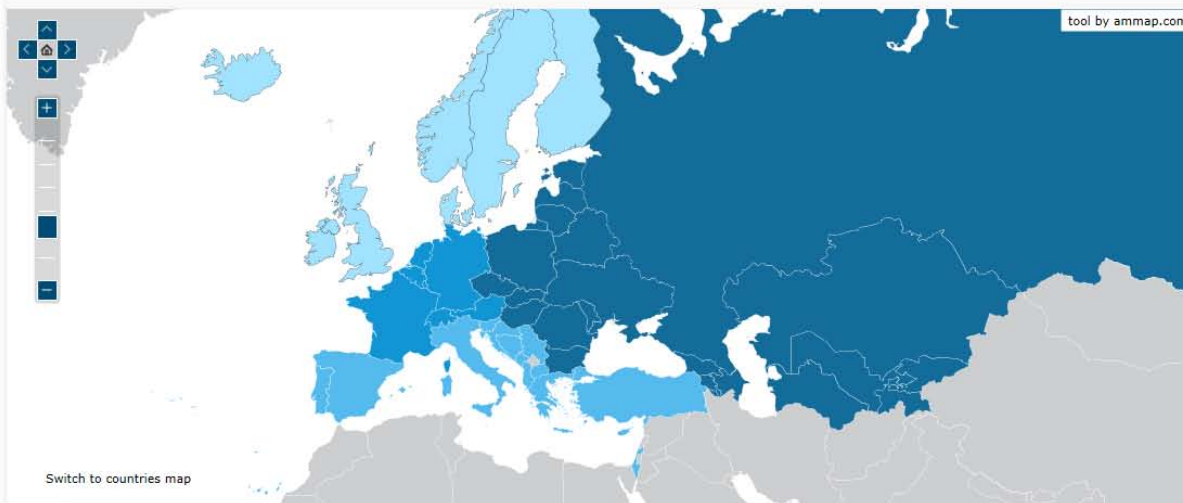
YEAR 2012

International tourist arrivals in 2012

Share in 2012 (abs.)

ABSOLUTE GROWTH MAP CHART

RANGE Europe



Growth in 2013



Source: World Tourism Organization (UNWTO) ©

# A "Data hub" for ETC intelligence



Performance



Markets



Web Intelligence

PERFORMANCE TOP 10 EUROPEAN COUNTRIES

ITA ITR

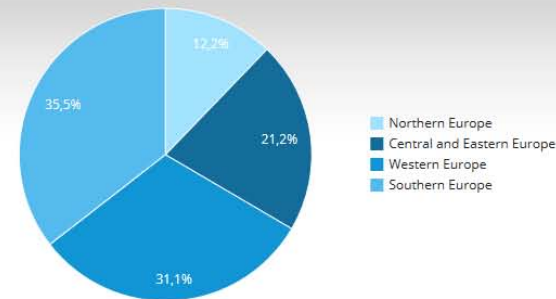
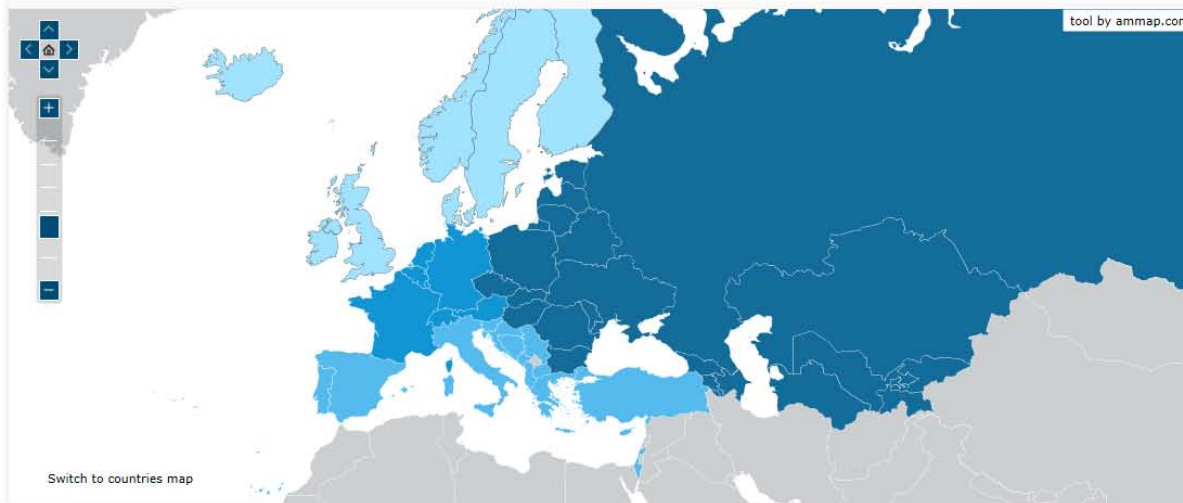
YEAR 2012

International tourist arrivals in 2012

Share in 2012 (abs.)

ABSOLUTE GROWTH MAP CHART

RANGE Europe



Growth in 2013



Source: World Tourism Organization (UNWTO) ©



# A "Data hub" for ETC intelligence

- Performance
- Markets
- Web intelligence

PERFORMANCE | TOP 10 EUROPEAN COUNTRIES

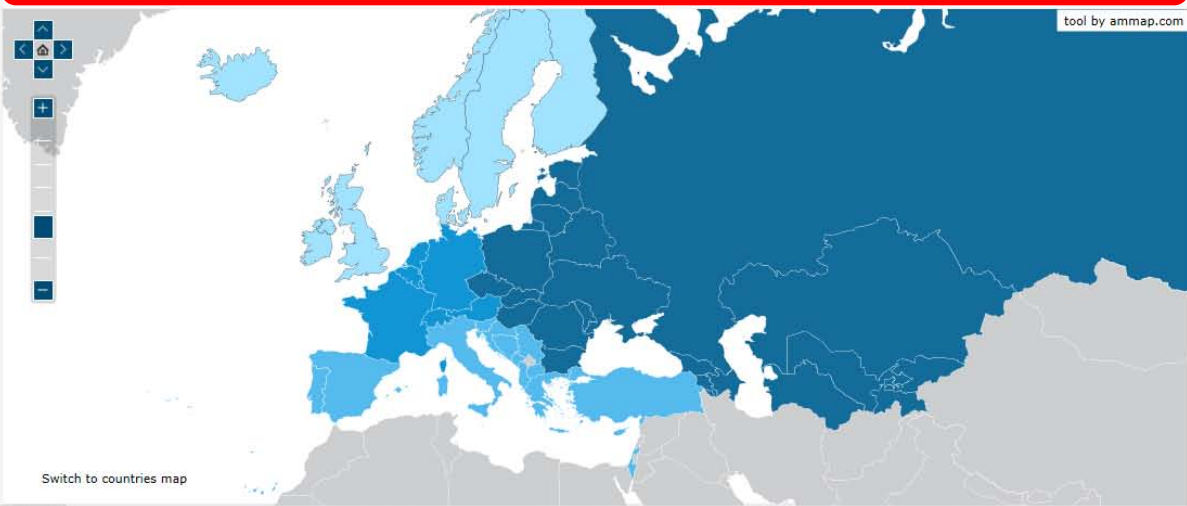
ITA ITR

YEAR 2012

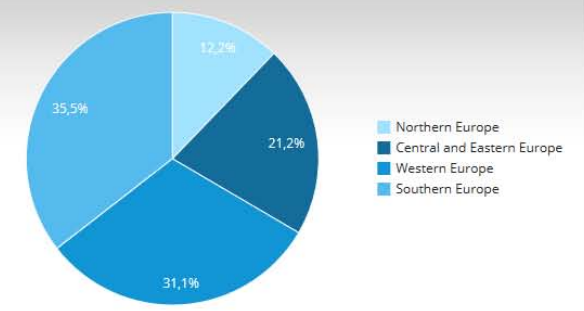
International tourist arrivals in 2012

ABSOLUTE GROWTH MAP CHART

RANGE Europe



Share in 2012 (abs.)



Growth in 2013



Source: World Tourism Organization (UNWTO) ©



# A "Data hub" for ETC intelligence



Performance



Markets



Web Intelligence

## PERFORMANCE TOP 10 EUROPEAN COUNTRIES

ITA ITR

YEAR 2012

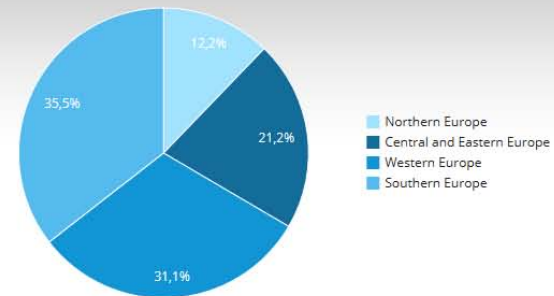
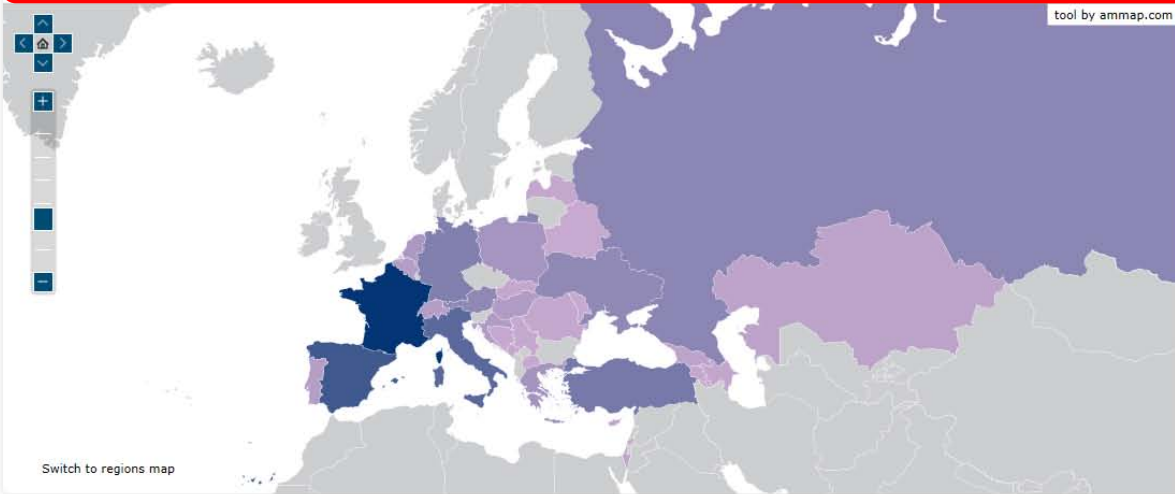
International tourist arrivals in 2012

Share in 2012 (abs.)

ABSOLUTE GROWTH MAP CHART

RANGE Europe

tool by ammap.com



Growth in 2013



Source: World Tourism Organization (UNWTO) ©





# A "Data hub" for ETC intelligence

- Performance
- Markets
- Web intelligence

PERFORMANCE | TOP 10 EUROPEAN COUNTRIES

ITA ITR

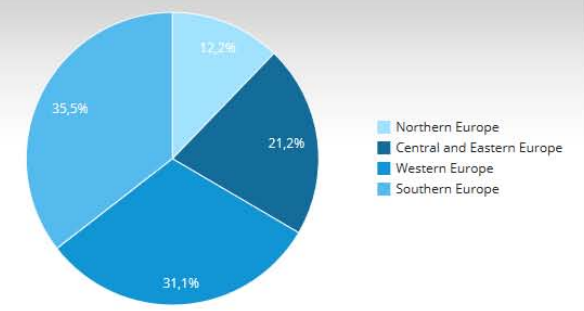
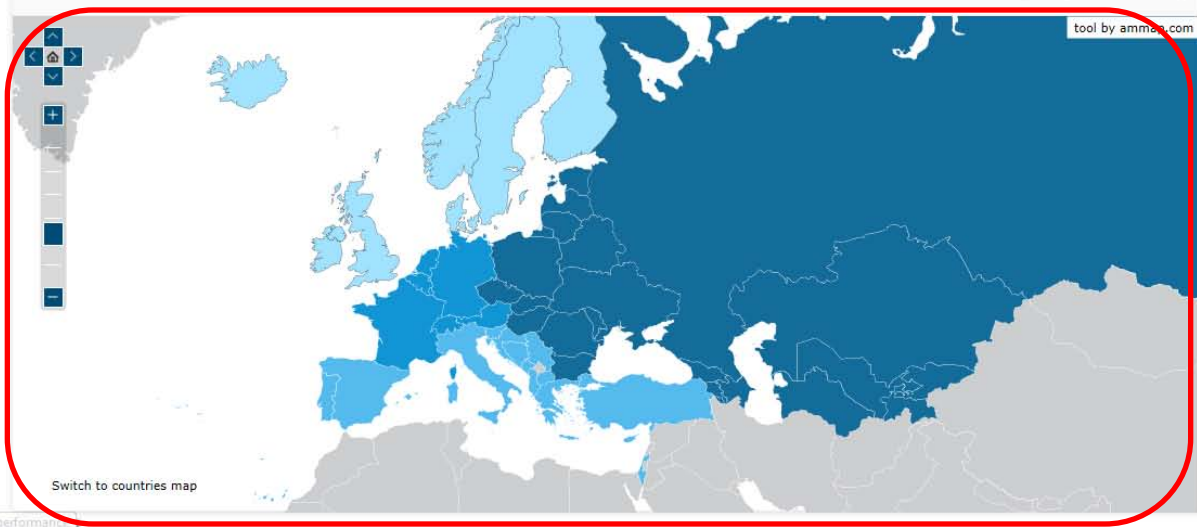
YEAR 2012

International tourist arrivals in 2012

Share in 2012 (abs.)

ABSOLUTE GROWTH MAP CHART

RANGE Europe



Growth in 2013



Source: World Tourism Organization (UNWTO) ©





# A "Data hub" for ETC intelligence

Performance

Markets

Web Intelligence

PERFORMANCE TOP 10 EUROPEAN COUNTRIES

ITA ITR

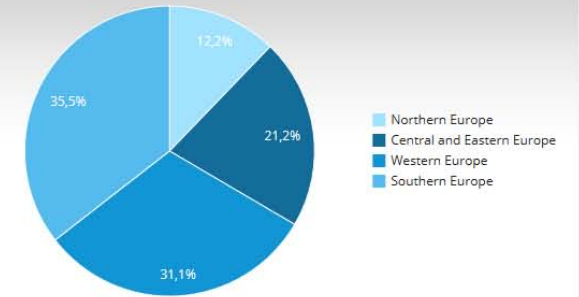
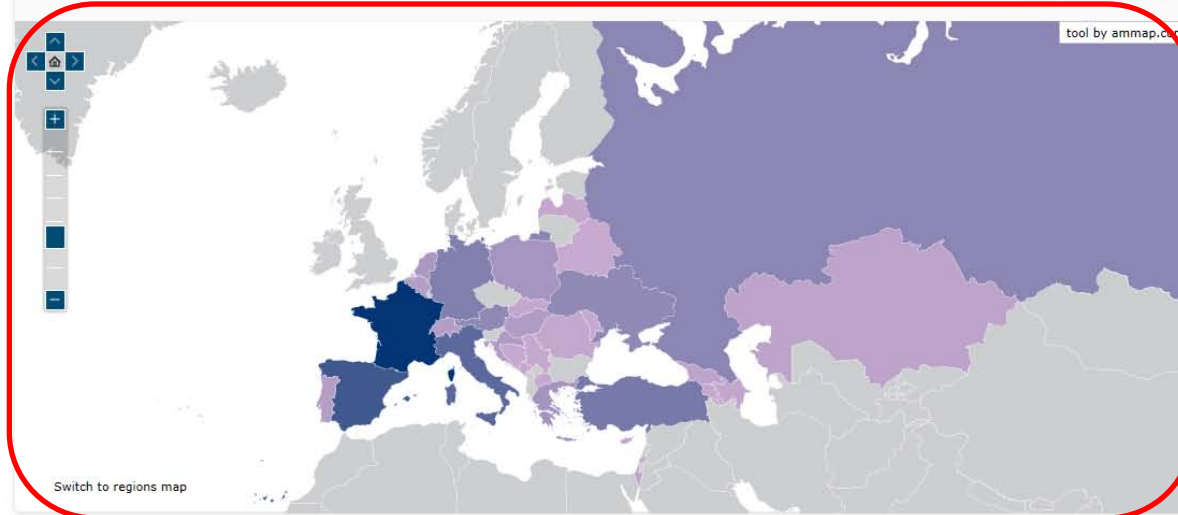
YEAR 2012

International tourist arrivals in 2012

Share in 2012 (abs.)

ABSOLUTE GROWTH MAP CHART

RANGE Europe



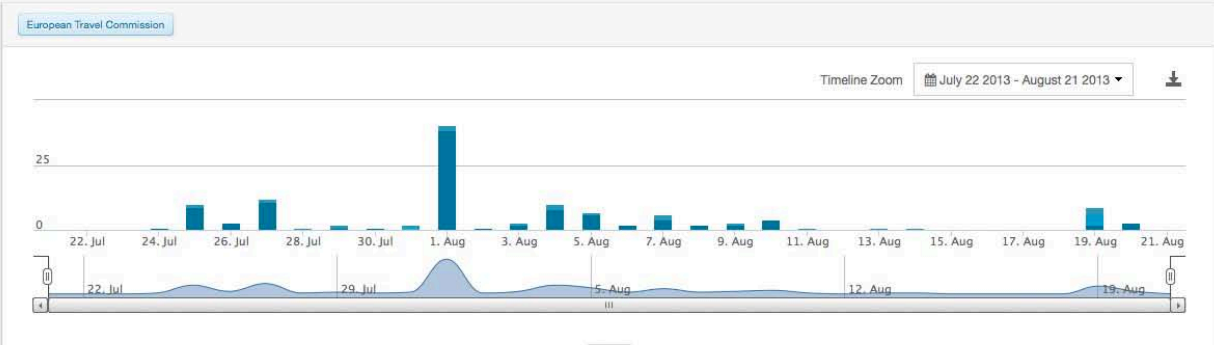
Growth in 2013



Source: World Tourism Organization (UNWTO) ©

# Monitoring social media and web news

- Performance
- Markets
- Web Intelligence



Custom filter...

Importance of Topics	Value
Europe	68.00%
Orbitz	33.50%
Growth	32.80%
...	

Importance of Persons	Value
Eduardo Santander	27.20%
Josh Winkler	26.40%
Tim Enstice	21.60%
...	

Importance of Organisations	Value
-----------------------------	-------

Relevance Chronologically

1000% Trend ascending

125 Articles found

from 7/21/13 to 8/21/13

Belgium 3 weeks ago

**Tomorrow, European Travel Commission is Launching**

Facebook: <http://www.facebook.com/EUROPE> (visiteurope.com) | Social Networks | Author: EUROPE (visiteurope.com) | Jul 31, 2013 3:30:00 PM

Tomorrow, European Travel Commission is Launching its new social contest!! Tell us what #you want to see on your camera!! #win #Amazing #prizes #dreamtrip

unknown origin 2 days ago

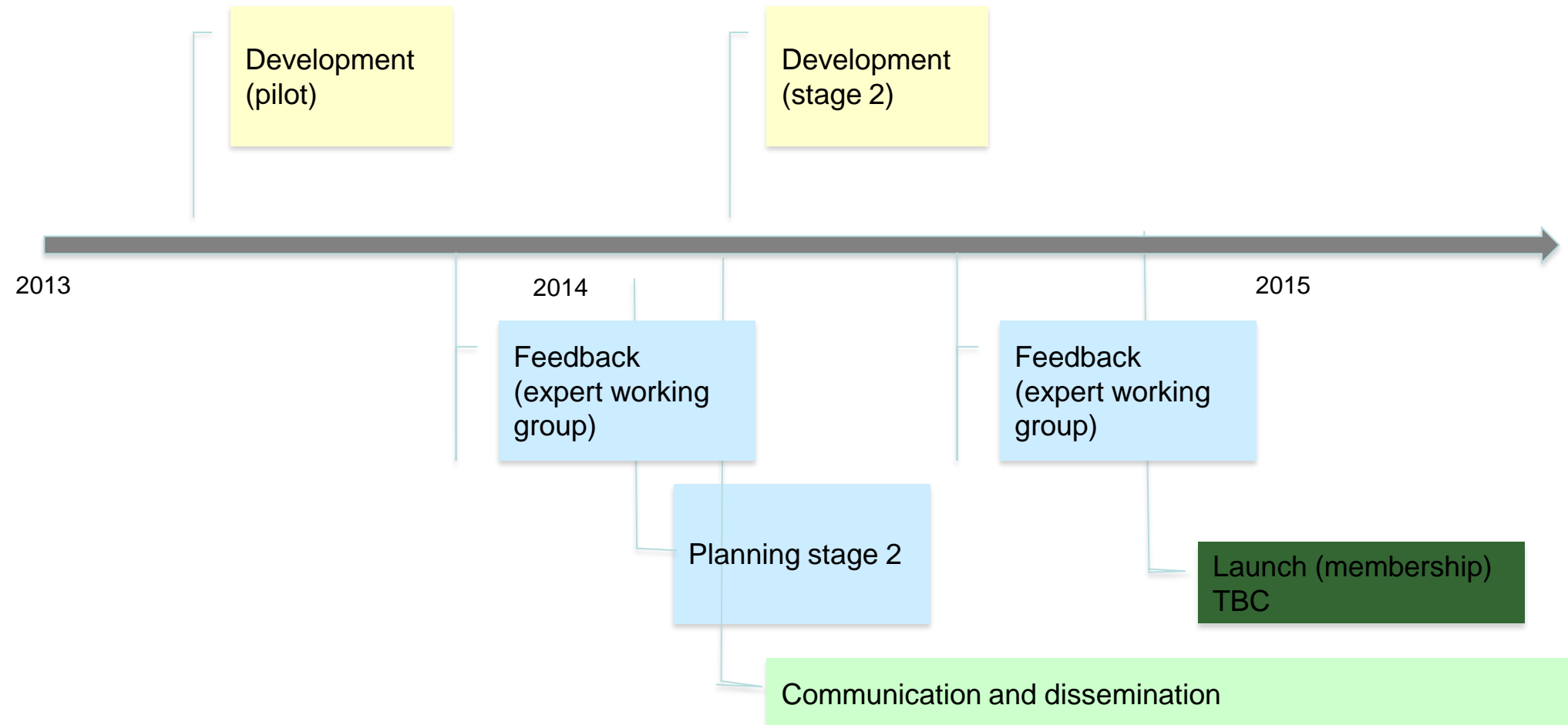
**@sabre\_ScottH: RT @roughguides: According to the European Travel Commission, this was Europe s fastest growing destination last qtr: <http://t.co/7u1hlZD3eg>**

Twitter @sabre\_ScottH | Microblogging | Author: sabre\_ScottH | Aug 20, 2013 1:36:15 AM

RT @roughguides: According to the European Travel Commission, this was Europe s fastest growing



# The best still has to come



# UNWTO-ETC e-marketing master class

Optimise your skills in developing, integrating and  
evaluating e-marketing strategies and tactics

23-24 October 2013  
Zadar, Croatia

Register now: <http://europe.unwto.org/en>.

## Questions?

Valeria Croce

Head of  
Research and Development  
European Travel Commission

[valeria.croce@visiteurope.com](mailto:valeria.croce@visiteurope.com)