TOURISM AT THE OECD:
Capitalising on the Grey-Haired Globetrotters

Peter Haxton
OECD Tourism Unit
OECD’s integrated approach to tourism

Measuring and comparing: Tourism Trends and Policies

Whole of government approach: connecting with other policies and industry

Partner countries (e.g. Egypt, Indonesia, Latvia, Morocco, Philippines, Romania, Russia, South Africa)

Multi-stakeholder involvement (business and industry associations, universities, economic institutes)

International organisations (e.g. EC, APEC, ILO, UNEP, UNESCO, UNWTO, World Bank)

OECD policy work (transport, SMEs, digital economy, innovation, environment, skills)

Competitiveness indicators
Tourism Satellite Account
Global Forum on Tourism Statistics
Policy analysis (sharing economy, creative tourism, food)
Policy evaluation (e.g. Mexico, Italy)
Analysing, and giving advice: Policy recommendations & support for tourism reforms

Statistics & indicators
Cooperation & engagement
Policies & programmes
Direct contribution of tourism in OECD-G20 economies

- OECD average: 6%
- OECD average: 4.7%
Domestic tourism economy is significant

Growing awareness of value and contribution of domestic tourism with countries taking measures to stimulate their domestic market

In 6 OECD countries, domestic tourism consumption exceeds 78%:
- Canada
- Germany
- Japan
- Mexico
- United Kingdom
- United States
The global economic context

- Five years after the onset of the financial and economic crisis, the world economy is still weak
- The coming 50 years will see a major demographic changes and a shift of economic balance towards emerging economies
- Tourism is affected by this environment, with implications for competitiveness
- Appropriate policy responses should be implemented to address tourism growth performance
- As we approach the expected 1.8 billion international arrivals by 2030, an increasing proportion of these will fall into the category of the grey-haired globetrotters
Enhancing competitiveness in tourism

- Mature tourism economies need to regain competitiveness as a new source of growth
- The basis of competitiveness likely to remain strongly driven by economic considerations and the ability to attract jobs and expenditure growth
- Opportunities for enhanced competitiveness in tourism related to areas such as sustainability, innovation, travel facilitation, supply-chains, skills and education
- Whole-of-government response required
- Greater policy coherence and more detailed monitoring, evaluation and analysis is needed to support evidence-based policies and sustainable growth
To find out more –

www.oecd.org/cfe/tourism
http://dotstat.oecd.org/

Publications - OECDiLibrary

- Effective Policies for Tourism Growth (2015)
- Supporting Quality Jobs in Tourism (2015)
- Tourism and the Creative Economy (2014)
- Indicators for Measuring Competitiveness in Tourism (2013)
- Green Innovation in Tourism (2012)