

*Nordic Tourism Statistics  
Dashboard –project*

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# Need for comparable and available data

*To support evidence-based policymaking*

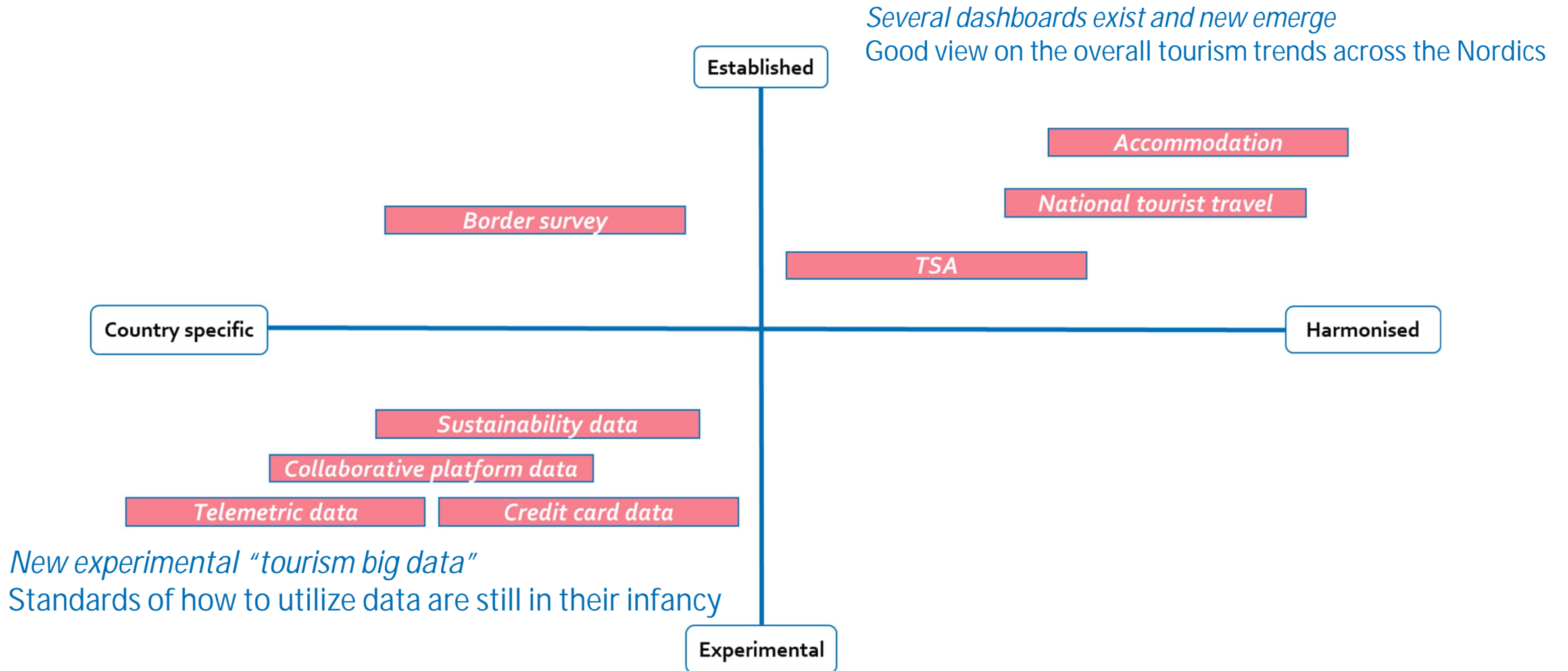
*Comparable and comprehensive data is a priority  
in the Plan for Nordic Tourism Co-operation 2019-2023*

- Preliminary study to understand qualifications for a Nordic dashboard
- Funding by the Nordic Council of Ministers
- KPMG selected as an external consultant to conduct the study
- Representatives of Business Iceland, Innovation Norway, Visit Denmark, Visit Sweden and Business Finland as well as national statistics organizations have provided insights and steering

# Different dimensions of tourism data



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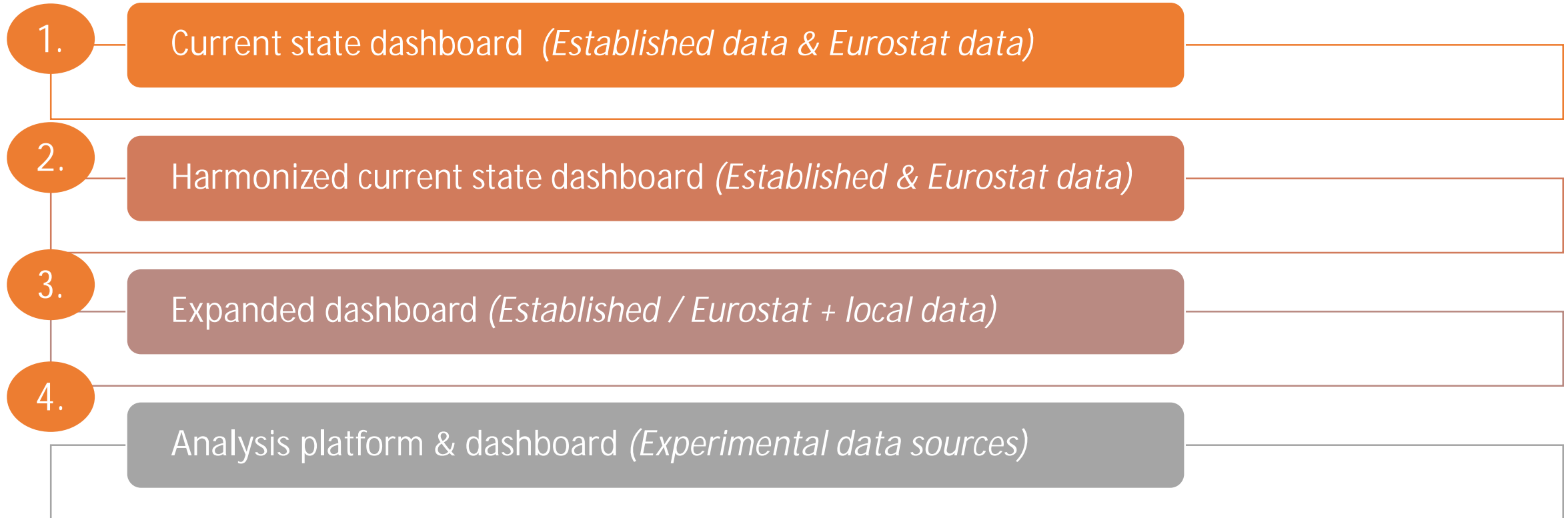
# Towards the future

## Considerations for a Nordic Tourism data platform



# Dashboarding scenarios

*Demonstrate which data sources a dashboard / platform could be built on as well as what kinds of competence and technology qualifications would be required*



# New insights only through experimental data

- Nordic countries are already piloting the use of new data sources
- Good opportunity for collaboration as best practices and standards are still in their infancy

# Implementation to be decided

- Phased implementation plan (draft roadmap) has been built based on discussions that need to take place and decisions that need to be made jointly
- Plan can be used as guidance if the Nordic Tourism organizations decide to invest in a joint a tourism analysis platform
- Joint Nordic analysis platform and dashboard would require an owner, funding and a team responsible for the implementation and services



Thank you