



**European Tourism Indicator System  
TOOLKIT  
For Sustainable Destinations**

**DG Enterprise and Industry**

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## Preamble



Tourism is an important sector of the European Union's economy. It supports economic growth and employment. One of our biggest challenges, however, is to reinforce and improve sustainable tourism development in order to ensure the long-term competitiveness of the industry. By managing tourism in a sustainable way we aim to ensure that we recognise the limits and capacity of our tourism resources and encourage tourism development that balances optimising the immediate economic, environmental and socio-cultural benefits, whilst also ensuring the long-term future for our European tourism industry.

Our priority is that Europe maintains its position as the leading tourism destination in the world. Since 1990, the number of international tourist arrivals to the EU has more than doubled. However, in order to retain its market share, the EU's tourism industry needs to significantly improve its competitiveness and sustainability, taking into account aspects such as product and service quality, social and environmental responsibility, natural resources, and diversity of cultural heritage and local identities.

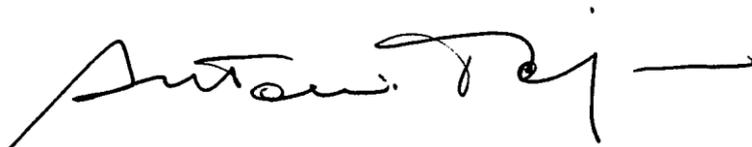
In response to this challenge, I have put the competitiveness of the tourism sector high on my agenda from the beginning of my mandate as Vice President of the European Commission, Commissioner for Industry and Entrepreneurship, and proposed a set of actions aimed at making European tourism more sustainable, competitive and visible in international markets. These activities are outlined in the Communication “Europe, the world’s No 1 tourist destination – a new political framework for tourism in Europe” whose adoption by the Commission I strongly promoted in 2010.

These actions include: the establishment of a European Tourism Label for Quality Schemes, supporting a more flexible visa policy, encouraging the increase of the tourism flows intra EU and from third countries, developing the European Charter for a Sustainable and Responsible Tourism and the European Virtual Tourism Observatory, as well as a number of actions to improve the accessibility of tourism services and develop skills in the sector.

The development of a **European Tourism Indicator System for Sustainable Management at Destination Level** is one of the key initiatives, which the Communication calls the Commission to implement. The European Indicator System aims to contribute to improving the sustainable management of destinations by providing tourism stakeholders with an easy and useful toolkit. It will h stakeholders to measure and monitor their sustainability management processes, and enable them to share and benchmark their progress and performance in the future.

Creating the right balance between the needs of tourists, host communities and the environment, reducing conflict and recognising mutual dependency, requires a special approach to the management of destinations. In this regard, we look at the European Indicator System for Sustainable Management of destinations as one of the tools which can make an important contribution towards this and I warmly invite you to make use of it and help us in its dissemination.

Finally, I would like to recognise the precious support of the Tourism Sustainability Group's (TSG) experts and thank them as well as all destinations in which the indicators have been tested for their dedication to the successful development of the System. Without their time, cooperation, expertise and thoughtful insights, this System would not have been possible.



**Antonio Tajani**

Vice-President of the European Commission, responsible for Industry and Entrepreneurship



## Table of Contents

Preamble .....	3
What is the European Tourism Indicator System? .....	6
Why Implement the European Tourism Indicator System?.....	7
Guidance for Using the System: The Toolkit.....	8
Part 1: European Destination Management .....	9
Part 2: Step-by-Step Guide to Using the Indicator System .....	11
Step 1. Raise Awareness .....	11
Step 2. Create a Destination Profile.....	11
Step 3. Form a Stakeholder Working Group (SWG).....	12
Step 4. Establish Roles and Responsibilities .....	13
Step 5. Collect and Record Data .....	14
Step 6. Analyse Results .....	15
Step 7. Enable On-going Development and Continuous Improvement .....	16
Flow Chart: 7 Steps to Using the System .....	17
Part 3: The Core and Optional Indicators .....	18
Overview of the Indicators.....	18
CORE INDICATORS.....	23
Section A: Destination Management Core Indicators .....	23
Section B: Economic Value Core Indicators .....	24
Section C: Social and Cultural Impact Core Indicators .....	25
Section D: Environmental Impact Core Indicators.....	26
OPTIONAL INDICATORS.....	28
Section A: Destination Management Optional Indicators .....	28
Section B: Economic Value Optional Indicators.....	29
Section C: Social and Cultural Impact Optional Indicators .....	30
Section D: Environmental Impact Optional Indicators .....	31
Part 4: The Destination Dataset.....	34
Using the Dataset.....	35

## What is the European Tourism Indicator System?

The European Tourism Indicator System is specifically intended for tourism destinations. It is designed as a locally owned and led process for monitoring, managing, and enhancing the sustainability of a tourism destination. It has been developed as a result of lessons learned from previously existing Indicator System initiatives and fine-tuned as a result of feedback collected from field testing, in a number of different destinations in Europe.

The System is made up of a set of Indicators, a Toolkit, and a Dataset. It is drawn up as an instrument that any destination can pick up and implement without any specific training. It can be a useful way to track destination performance and make better management decisions, as well as influence adequate policies.

The present System has a structure of 27 core and 40 optional indicators. These can be used on a voluntary basis, together or integrated into existing destination monitoring systems. The System is flexible. It can be expanded or contracted to meet the needs of the destination, the interest of local stakeholders, and the specific sustainability issues that the destination faces.

The basic principle of the Indicator System is that destination responsibility, ownership, and decision-making is shared. Engaging a group to come together and work together to collect and report information is a powerful way to undertake effective destination management.



## Why Implement the European Tourism Indicator System?

The European Commission has long committed itself to promoting sustainable development of tourism in Europe and, so far, has introduced a number of tools to facilitate sound environmental management for businesses, such as e.g. the EU Eco-label or the Community eco-management and audit scheme (EMAS).

The tourism sector's competitiveness is closely linked to its sustainability, as the quality of tourist destinations is strongly influenced by their natural and cultural environment and their integration into a local community.

The sustainability of tourism covers a number of aspects: the responsible use of natural resources, taking account of the environmental impact of activities (production of waste, pressure on water, land and biodiversity, etc.), the use of 'clean' energy, protection of the heritage and preservation of the natural and cultural integrity of destinations, the quality and sustainability of jobs created, local economic fallout or customer care.

To face those challenges, requires us to make intelligent decisions, based on useful information. This information can come from specific indicators that move on from measuring a single aspect of business such as number of visitors or daily spend and instead combine information on relevant local issues. For example, if generating employment is the key aim of a destination or region, but water is the key constraint in that place, then it is sensible to develop an indicator that compares jobs generated against water consumed. If the tourism industry is able to generate a lot of jobs per litre of water consumed, then a rational government would encourage the tourism industry rather than the farming or another industry that could not generate such employment levels with the constrained resource. Monitoring tracks change over time and provides the information which policy makers can then use to make their decisions.

The tourism industry has a great story to tell and developing indicators can help destinations tell their story more convincingly and gather greater support from government. In the process it can identify the areas where it needs to improve, create benchmarks of performance, and make itself more sustainable. Through measuring its performance, the tourism industry can ensure its central role in the green economy of a resource-constrained world.

### **Motivations for Tourism Destination Monitoring:**

- Improved information for decision making
- Effective risk management
- Prioritization of action projects
- Performance benchmarking
- Improved community buy-in and support for tourism stakeholders
- Enhanced visitor experience
- Increased bottom-line / cost savings
- Increased value per visitor

## Guidance for Using the System: The Toolkit

This Toolkit is a guide to the implementation and use of the European Tourism Indicator System for tourism destinations. It is a simple, easy-to-implement tool intended to help destinations manage and monitor for greater sustainability.

The Toolkit consists of four parts. Part 1 of the Toolkit introduces the idea of sustainable destination management. Part 2 is a step-by-step guide to the implementation of the System. Part 3 is a synopsis of the Core and Optional indicators. Part 4 contains an overview for using the Destination Dataset, which is a tool to capture the data collected by stakeholders.

The indicators in this Toolkit are part of an integrated approach to destination management. This approach stresses the importance of collaboration, cooperation, on-going assessment, effective communication, and a holistic perspective.

All supporting System information, including detailed indicator reference sheets, sample surveys for data collection, and the Destination Dataset for inputting monitoring results can be downloaded from [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm).



## Part 1: European Destination Management

### What is a destination?

For the purposes of this System of indicators, a destination can be defined as:

- A geographic area that is currently or potentially attractive to visitors/tourists
- A place or area which is recognised and can easily be defined as a visitor destination and has a range of facilities and products in place for tourism purposes
- A place or area which is promoted as a destination
- A place or area where it is possible to measure the supply of and demand for tourism services i.e. the visitor economy.
- A place or area where the visitor management process usually includes a range of public and private sector stakeholders together with the host community

Large areas, i.e. national or regional areas that do not directly manage tourism resources and facilities and engage with stakeholders are not appropriate for this System.

Tourism destinations are the focal point of tourism activity. Eurostat data shows Europeans made just over one billion trips in 2011. The average trip spend was 347 euros; a total of 312 million euros in expenditure<sup>1</sup>. This economic impact is felt in employment, increased tax revenues, successful business growth, environmental conservation, and cultural heritage protection. But every tourist also leaves waste behind, uses water and energy and has an impact on the communities they visit. Therefore, informed and collaborative destination management is essential for European tourism destinations to be viable in the long term.

For too long, local policy makers have relied on a limited range of statistics such as visitor arrival numbers, employment surveys, and visitor satisfaction ratings to monitor tourism in their destination. These statistics do not tell the whole story of tourism's impacts. Collecting data on a broad range of issues relevant to the impact of tourism on local economy, community, and environment will help destinations build an accurate picture of what is really going on.

Although definitions, agendas, guiding principles and regional strategies have been well established, there are few tools available to help local destination co-ordinators make informed decisions to improve the tourism in their destination. This Toolkit addresses that gap.

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<sup>1</sup> [Eurostat](#) (2012) *Tourism in Europe: Results for 2011 - Issue number 28/2012*

### Who is the Toolkit for?

This Toolkit is intended to help stakeholders measure and improve their destination's sustainable development by using the European Tourism Indicator System.

This Toolkit is particularly aimed at a local 'champion' who is motivated to initiate implementation of the System in their destination. This could be a senior representative from the destination management organisation, destination marketing board, tourist board, local/regional tourism authorities, tourism ministry, private sector or tourism association. As the 'champion' can come from a range of backgrounds, for the purposes of the European Tourism Indicator System, the individual leading implementation of the Indicator System in their destination is known as the **Local Destination Co-ordinator**.

The role of Local Destination Co-ordinators normally includes the planning, management, monitoring, promotion, marketing, and can also include training and quality standards. The role of Local Destination Co-ordinators is crucial. To take on the role an individual will need the ability to gather and influence stakeholders, access to relevant data (or ability to access it through others), be entrusted to store the data (some of it may be sensitive), and have some level of management authority



## Part 2: Step-by-Step Guide to Using the Indicator System

This section provides seven simple steps to establish the indicator System in a tourism destination. **The guide explains the process of developing a stakeholder working group, collecting data, and acting on the results.** The European Tourism Indicator System is specially designed for tourism destinations. It is designed as a locally owned and led process for monitoring, managing, and enhancing the quality and sustainability of the destination.

### Step 1. Raise Awareness

Once a destination decides to measure its sustainability with the European Tourism Indicator System, it is important to communicate the decision to as many people as possible, particularly local stakeholders. This will help increase participation, raise awareness of the destination's commitment to the sustainable management of tourism, and increase support for activities and actions that might need to be undertaken based on indicator results.

Local Destination Co-ordinators should use all methods of communication at their disposal and make sure that their local authority/municipality is doing the same. Social media can be useful and cost effective for communicating quickly and simply. It also has the added benefit of encouraging discussion, which will be particularly valuable as implementation progresses.

#### Communications ideas:

- Include news on the destination's involvement with the European tourism Indicator System on the organisation's webpage and relevant social media networks.
- Encourage local commentators, such as newspaper, radio station, or online discussion forums to spread the word through their own blogs, etc.
- Partner organisations, particularly those with an interest in the local tourism industry, the environment and the local community will also be keen to circulate the news amongst their supporters.

### Step 2. Create a Destination Profile

Defining the boundaries of the destination and enabling other stakeholders to have a general overview of the destination are crucial steps in data collection. This can be done with the help of the *Destination Profile Form*. The profile form is simple to complete. It includes basic information about the geography, tourism amenities, transport links, and visitor numbers in the destination. Local Destination Co-ordinators are free to adapt the profile format to fit the needs of the destination. A blank template with some suggested categories and a completed example can be found at [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm).

### Step 3. Form a Stakeholder Working Group (SWG)

The next step is to establish a destination Stakeholder Working Group (SWG). **The SWG is a collection of organisations and individuals in the destination with an involvement and interest in the tourism industry.** To be able to gather enough data to be meaningful, it will be essential to have representatives from the **private sector** and the **destination management organisation**, or tourism authority playing an active role in the SWG. Other sectors that are important to include are **community groups, utility providers, local authority departments responsible for employment, economic growth, planning, protected areas and the environment.** Local Destination Co-ordinators should encourage representatives from these and other relevant sectors to become involved by emphasising the benefits of participation to both the individual and the organisation they represent.

The ideal group will be large enough to include a diverse group of key stakeholders but not so large that making decisions becomes difficult. Local Destination Co-ordinators will want a good mix of people who are able to obtain relevant data and influence policy, and are also motivated and committed to the process. *An optional template letter of invitation to join the SWG and a more comprehensive list of potential stakeholders is provided at [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm).*

If destinations have an existing committee or taskforce that meet for a similar purpose, it would make sense to try to integrate the indicator work into the scope of the existing group, (by explaining the implications, gaining agreement, and if necessary, inviting some other members).

#### Stakeholder Working Group (SWG) Meeting

The most effective way to involve all relevant stakeholders is by inviting them to an open SWG meeting or workshop. At this event, the European Tourism Indicator System can be presented and its relevance to both the destination and the individuals in attendance, explained. Ideally, this meeting should be held in a fairly central location within the destination.

- **It is an opportunity to give SWG members an overview of the System and the benefit the destination will gain from using it.** It may prove difficult to gather suitable stakeholders from every relevant discipline at the initial meeting of the SWG. However, as long as some of the key stakeholders are represented, the System can be adopted and the size of the group and the data collected expanded over time.
- At the meeting, the **Local Destination Co-ordinator should also introduce the specific indicators to the SWG**, gain stakeholder feedback on the most useful and relevant indicators for the destination and look at the availability of existing data on each of the various indicators considered.
- As the meeting is participatory, **SWG members can also be invited to share their knowledge and experience of particular aspects of the destination.** It is important to listen to the stakeholders as well as to speak. It is also important to help steer the group towards understanding of the process and help reach agreement on how to move things forward.

## Step 4. Establish Roles and Responsibilities

An important outcome from the meeting is a clear agreement on responsibilities of the SWG members and timeline for data collection, i.e. which stakeholder is collecting data for each indicator, how and by when. This process will not only help in prioritising data collection for core indicators, but will also generate a sense of ownership and commitment to the process.

The following table gives an idea of the key sectors that should be represented at the SWG to be able to collect the data necessary for the core indicators. (Note that this is only intended to be a guide, as the existence of various organisations and the responsibility for different areas will vary between destinations). *Detailed indicator information can be found online at [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm).*

### List of Possible Stakeholders for Indicator Data Collection

STAKEHOLDER	RELEVANT INDICATOR
Private sector representative/s, e.g. head of local Hotel Association	A.2.1, B.2.1, B.2.2, B.5.1, C.3.1, D.2.1
Destination management organisation	A.1.1, A.2.1, A.3.1, A.4.1, B.1.1, B.1.2, B.2.1, B.2.2, B.3.1, C.1.1, C.2.1, C.4.1, D.1.1, D.1.2, D.8.1
Tourism authority	A.1.1, A.2.1, A.3.1, A.4.1, B.1.1, B.1.2, B.2.1, B.2.2, B.3.1, C.1.1, C.2.1, C.4.1, D.1.1, D.1.2, D.8.1
Destination marketing/PR agency	A.4.1,
Local authority staff concerned with employment/economy	B.1.2, B.2.1, B.3.1, C.2.1, D.2.1
Education institutions	C.2.1
Local community organisation	C.1.1, D.8.1
Local authority planning department	D.1.1, D.1.2, D.2.1, D.7.1, D.8.1
Organisation concerned with preservation of local culture/heritage	C.4.1
Local authority transport department	D.1.1, D.1.2, D.2.1
Local authority climate change officer	D.2.1
Local authority waste management department	B.3.1, D.3.2
Local water and sewerage provider	D.4.1, D.5.1, D.9.1
Local authority noise control department	D.8.1
Local electricity provider	D.6.1
Organisation concerned with protection of the local environment/wildlife	D.2.1, D.7.1, D.8.1
Local authority department with responsibility for protected areas	C.4.1, D.7.1

Responsibilities will generally be clear from SWG members' roles and interests. For example, the representative from the municipality waste disposal team should be able to report back with data on recycling rates, the representative from the local electricity provider on energy consumption, etc. As the SWG moves from the initial data collection phase towards analysis of the findings and prioritisation for action, **the Local Destination Co-ordinator should aim to steer stakeholders towards agreement on allocation of responsibilities for setting targets, taking action and planning how to achieve these aims**, as appropriate.



## Step 5. Collect and Record Data

Most indicator data should be readily available from each SWG member's sector, employment role, interest, or be accessible through other authorities, e.g. at a national level. **Data collection should simply be a process of bringing the various data sources together in one place to build a detailed picture of the destination's tourism industry.** Some indicators will have data that is missing or that needs expanding. This information can be sourced by conducting surveys, questionnaires and other types of activities.

*A selection of sample survey forms can be downloaded from*

[http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm). These can either be used as they are or adapted to suit the destination's needs. For example, existing surveys can be used or questions can be added from the templates to modify existing surveys. If the destination lacks the resources to implement surveys, Co-ordinators can collect data for the other indicators and discuss with the SWG how they may be able to address the resource requirements to undertake the surveys needed for the other indicators in the future.

The Local Destination Co-ordinator should be able to act as the point of contact for collation of the indicator data collected by the SWG. A simple tool, the Destination Dataset, is provided to allow Co-ordinators to upload the data on the various indicators that are received from stakeholders. See *Part 4 of the Toolkit for an overview on using the Dataset and* [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm) *for the actual Dataset.* This document allows the results of the data collection to be captured and shared easily with the SWG.

## Step 6. Analyse Results

Once the indicator data has been collected and submitted by stakeholders, and collated into the Destination Dataset, the Local Destination Co-ordinator can call a further meeting of the SWG. The group can then review and analyse the results, decide on some realistic benchmarks or targets, and agree a plan on how to achieve these. For example, if the results show that the destination has:

- A low level of protection for biodiversity
- A low level of women employed in the tourism sector
- A low percentage of tourism accommodations engaged in water saving activity

**Local Destination Co-ordinators can decide together with the SWG which of these issues is a priority for the destination and agree to take action.** *Some suggestions for actions are included in each indicator sheet are found at [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm).* When the issues have been prioritised, those requiring most urgent attention can be compiled into a plan (i.e. which indicators and issues require action, in what order, when, how, and by whom).

For example, the SWG may feel that saving and storing water is the highest priority issue for the destination. In this case SWG members will need to work together to come up with an action plan to implement water conservation. The plan could be championed by the destination's water provider, by the local equivalent of the hotel association, and/or by the local co-ordinator. The SWG may also be able to make improvements in more than one indicator at a time, i.e. perhaps when communicating with hoteliers on saving water; it may also be possible to engage them in saving energy and/or improving biodiversity.



## Step 7. Enable On-going Development and Continuous Improvement

Once the SWG has an action plan in place to tackle immediate priorities, a strategy for longer-term improvement can be developed. The SWG should aim to draw up a three year plan which outlines what the group expect to achieve and when, with areas of responsibility clarified. Each member of the SWG should be able to commit to some small improvements in their own particular area of work, which over time, will add up to significant changes and improvements.

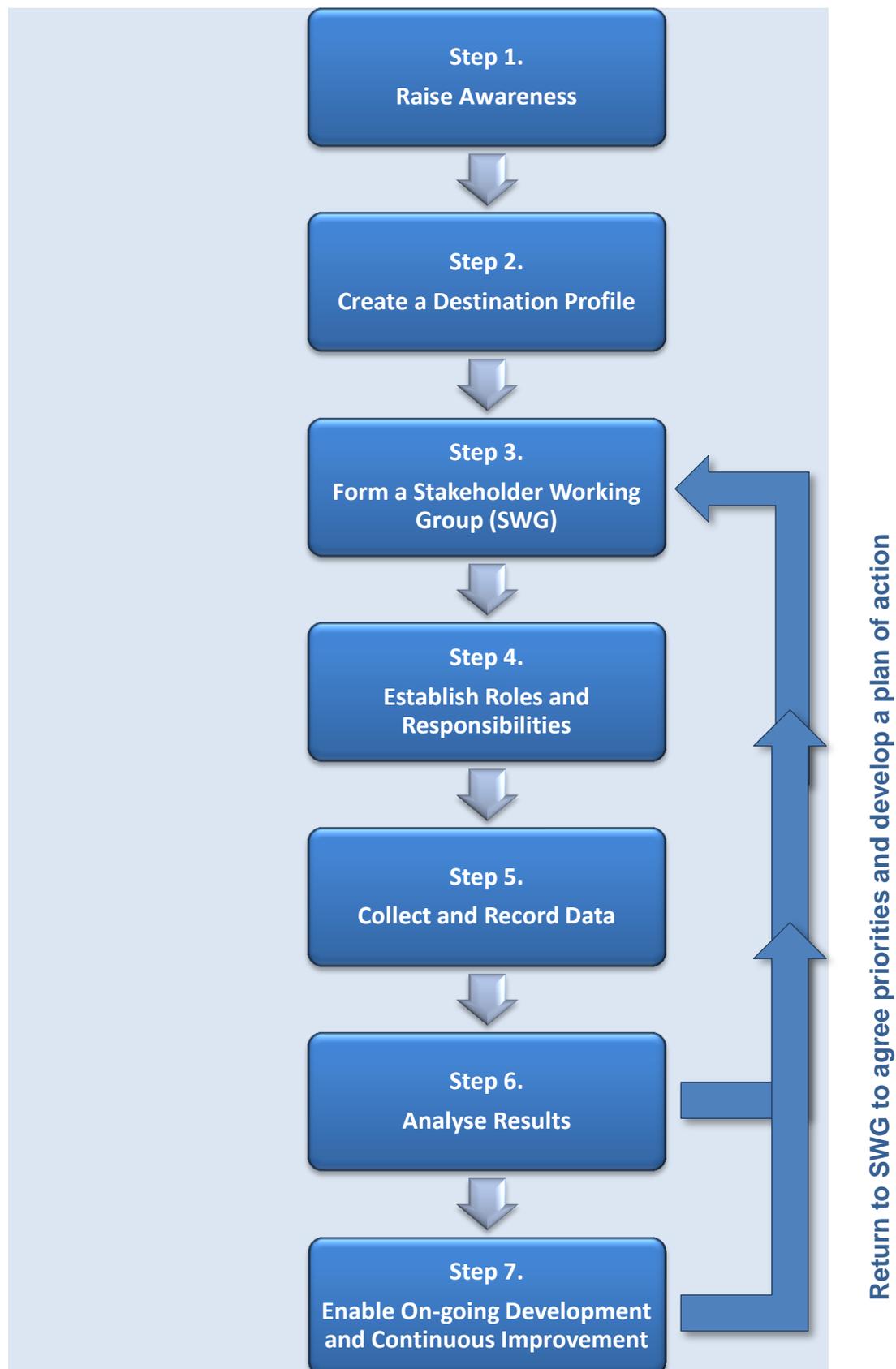
**It is important that the indicators and the data being collected are regularly reviewed and that new indicators from the Toolkit are included when possible without overloading the SWG.** Broadening the range of indicators will help build a more complete picture of the destination. Another issue to consider is whether funding could be obtained to support the long-term maintenance of the System and cover the cost of improvements, data collection and other work undertaken by the SWG. It is also useful to discuss and gain agreement on the communication of results and eventual success stories to wider groups of stakeholders, the local community and other organisations and people outside the destination.

**As the destination's use of the System matures and the indicator data collected becomes more extensive, it is worth starting to compare the destination's progress against international benchmarks.** Some examples of international benchmarks are provided in the detailed indicator sheets located at [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm). This will give greater context to the achievements and give destination stakeholders motivation to take further actions to improve results. It will also encourage knowledge sharing between destinations. The intention is not to create competition between destinations, but to recognise that the results generated through the process are core to the decision making plans for the destination.

**In time, the data collected should help tell a story about the destination that can be integrated into marketing and communication plans, as well as informing long-term strategy and policy.** The SWG can then consider the different types of tourists that may now be encouraged to visit and the different ways the destination could be presented to potential visitors to maximise the economic benefit that can result from better management and a more sustainable destination.



## Flow Chart: 7 Steps to Using the System



## Part 3: The Core and Optional Indicators

### Overview of the Indicators

Part three of the Toolkit identifies and describes the Core and Optional Indicators. Here are all of the indicators at a glance:

Section A: Destination Management		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
A.1 Sustainable Tourism Public Policy	A.1.1	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement
	A.1.1.1	Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism
	A.1.1.2	Percentage of the destination represented by a destination management organisation
A.2 Sustainable Tourism Management in Tourism Enterprises	A.2.1	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures
	A.2.1.1	Number of tourism enterprises/establishments with sustainability reports in accordance with the Global Reporting Initiative (GRI)
A.3 Customer Satisfaction	A.3.1	Percentage of visitors that are satisfied with their overall experience in the destination
	A.3.1.1	Percentage of repeat/return visitors (within 5 years)
A.4 Information and Communication	A.4.1	The percentage of visitors who note that they are aware of destination sustainability efforts
	A.4.1.1	The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding

<b>Section B: Economic Value</b>		
<b>Criteria</b>	<b>Indicator Reference #</b>	<b>CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.</b>
B.1 Tourism Flow (volume & value) at Destination	B.1.1	Number of tourist nights per month
	B.1.1.1	Relative contribution of tourism to the destination's economy (% GDP)
	B.1.1.2	Number of 'same day' visitors in high season and low season
	B.1.1.3	Daily spending per same day visitor
	B.1.2	Daily spending per tourist (accommodation, food and drinks, other services)
B.2 Tourism Enterprise(s) Performance	B.2.1	Average length of stay of tourists (nights)
	B.2.1.1	Average length of stay of same day visitors (hours)
	B.2.1.2	Percentage of ten largest tourism enterprises involved in destination management/cooperative marketing
	B.2.2	Occupancy rate in commercial accommodation per month and average for the year
	B.2.2.1	Average price per room in the destination
B.3 Quantity and Quality of Employment	B.3.1	Direct tourism employment as percentage of total employment
	B.3.1.1	Percentage of jobs in tourism that are seasonal
	B.3.1.2	Percentage of tourism enterprises providing student internships
B.4 Safety and Health	B.4.1	Percentage of tourism enterprises inspected for fire safety in the last year
	B.4.1.1	Percentage of tourists who register a complaint with the police
B.5 Tourism Supply Chain	B.5.1	Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services
	B.5.1.1	Percentage of the destination covered by a policy promoting local, sustainable and/or fair trade products and services
	B.5.1.2	Percentage of tourism enterprises sourcing a minimum of 25% of food and drink from local/regional producers

Section C: Social and Cultural Impact		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
C.1 Community/Social Impact	C.1.1	Number of tourists/visitors per 100 residents
	C.1.1.1	Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.1.2	Number of beds available in commercial visitor accommodation per 100 residents
	C.1.1.3	Number of second/rental homes per 100 homes
C.2 Gender Equality	C.2.1	Percentage of men and women employed in the tourism sector
	C.2.1.1	Percentage of tourism enterprises where the general manager position is held by a woman
	C.2.1.2	Average wage in tourism for women compared to average wage for men (sorted by tourism job type)
C.3 Equality/Accessibility	C.3.1	Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes
	C.3.1.1	Percentage of destination served by public transport that is accessible to people with disabilities and people with specific access requirements
	C.3.2	Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes
	C.3.2.1	Percentage of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements
C.4 Protecting and Enhancing Cultural Heritage, Local Identity and Assets	C.4.1	Percentage of the destination covered by a policy or plan that protects cultural heritage
	C.4.1.1	Percentage of residents who have positive or negative views on the impact of tourism on destination identity
	C.4.1.2	Percentage of the destination's biggest events that are focused on traditional/local culture and assets



<b>Section D: Environmental Impact</b>		
<b>Criteria</b>	<b>Indicator Reference #</b>	<b>CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.</b>
D.1 Reducing Transport Impact	D.1.1	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)
	D.1.1.1	Percentage of visitors using local/soft mobility/public transport services to get around the destination
	D.1.2	Average travel (km) by tourists to and from home or average travel (km) from the previous destination to the current destination
	D.1.2.1	Average travel (km) by same day visitors from and to destination
D.2 Climate Change	D.2.1	Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO <sub>2</sub> offset, low energy systems, etc.—and “adaptation” responses and actions
	D.2.1.1	Percentage of the destination included in climate change adaptation strategy or planning
	D.2.1.2	Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones”
D.3 Solid Waste Management	D.3.1	Waste volume produced by destination (tonnes per resident per year or per month)
	D.3.1.1	Percentage of tourism enterprises separating different types of waste
	D.3.2	Volume of waste recycled (percent or per resident per year)
D.4 Sewage Treatment	D.4.1	Percentage of sewage from the destination treated to at least secondary level prior to discharge
	D.4.1.1	Percentage of commercial accommodation connected to central sewage system and/or employing tertiary sewage treatment
D.5 Water Management	D.5.1	Fresh water consumption per tourist night compared to general population water consumption per person night
	D.5.1.1	Percentage of tourism enterprises with low-flow shower heads and taps and/or dual flush toilets/waterless urinals
	D.5.1.2	Percentage of tourism enterprises using recycled water
	D.5.1.3	Percentage of water use derived from recycled water in the destination
D.6 Energy Usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per person night
	D.6.1.1	Percentage of tourism enterprises that have switched to low-energy lighting
	D.6.1.2	Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption

D.7 Landscape and Biodiversity Protection	D.7.1	Percentage of destination (area in km <sup>2</sup> ) that is designated for protection
	D.7.1.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes
	D.7.1.2	Percentage of destination covered by a biodiversity management and monitoring plan.
D.8 Light and Noise Management	D.8.1	The destination has policies in place that require tourism enterprises to minimise light and noise pollution
	D.8.1.1	Percentage of the destination and percentage of population covered by local strategy and/or plans to reduce noise and light pollution
D.9 Bathing Water Quality	D.9.1	Level of contamination per 100 ml (faecal coliforms, campylobacter)
	D.9.1.1	Number of days beach/shore closed due to contamination



## CORE INDICATORS

Core indicators are the starting point for measuring the level of sustainability of tourism in your destination. You may find it difficult to obtain data for all the Core Indicators initially. This is not a problem, just start with those indicators you can get data for, and then as a group look at how you might be able to gather data for the other Core Indicators in the future. There are 27 core indicators divided in four sections.

### Section A: Destination Management Core Indicators

Destination management indicators emphasise important decision-making and communication issues that contribute to sustainable tourism management in the destination.

#### A.1 Sustainable Tourism Public Policy

**Indicator A.1.1**

**Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement**

Having a plan and policy for tourism development in a destination is a fundamental first step towards sustainability. Ideally the plan should be multi-year; include environmental, social, quality, health and safety issues; have clear, time-bound goals; and be developed with the participation of all relevant stakeholders. The existing plan may need to be adapted or refocused on sustainability. It should also be publicly available and communicated externally.

#### A.2 Sustainable Tourism Management in Tourism Enterprises

**Indicator A.2.1**

**Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures**

DMOs cannot create sustainable destinations on their own. This indicator examines sustainability planning and management at a business level, so it assesses the extent to which enterprises are actively incorporating sustainability principles into their operations and if they are involved in recognised (or qualified) eco-certification programmes and sustainability reporting procedures.

#### A.3 Customer Satisfaction

**Indicator A.3.1**

**Percentage of visitors that are satisfied with their overall experience in the destination**

Along with DMOs and enterprises, customers are the crucial third component of sustainable destination management. Satisfied customers return, multiply their economic value, and generate jobs.

#### A.4 Information and Communication

**Indicator A.4.1**

**The percentage of visitors who note that they are aware of destination sustainability efforts**

DMOs have an opportunity to raise tourists' awareness of sustainability issues and give sustainable enterprises a marketing advantage through promotional materials. It is important that sustainability information is communicated consistently throughout DMO and other organisations' marketing

materials. This indicator is designed to encourage information sharing and communication of sustainability issues and achievements.

## Section B: Economic Value Core Indicators

Economic value indicators help track the contribution of tourism to economic sustainability in the destination.

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

<b>Indicator B.1.1</b>	<b>Number of tourist nights per month</b>
<b>Indicator B.1.2</b>	<b>Daily spending per tourist (accommodation, food and drinks, other services)</b>

Note: destinations such as parks with few overnight visitors should use tourist days per month.

Tourism volume and value are critical to the economic sustainability of a destination. Making sure basic tourist monitoring is incorporated in to sustainability monitoring helps ground other aspects of the monitoring. The higher the spending per day, the more efficient the tourist destination is at generating tourism value.

### B.2 Tourism Enterprise(s) Performance

<b>Indicator B.2.1</b>	<b>Average length of stay of tourists (nights)</b>
<b>Indicator B.2.2</b>	<b>Occupancy rate in commercial accommodation per month and average for the year</b>

Destination sustainability affects the performance of individual enterprises. The average length of stay of tourists in number of nights is one of the most important indicators for accommodation businesses. Long lengths of stay result in higher occupancy rates, the other key indicator for accommodation. The longer tourists stay, the higher the return on investment for marketing and sales and greater impact for hospitality businesses.

### B.3 Quantity and Quality of Employment

<b>Indicator B.3.1</b>	<b>Direct tourism employment as percentage of total employment</b>
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In addition to direct economic benefits from visitor spending, job creation is one of the most attractive characteristics of tourism for most governments. Not all jobs are created equal, however; decent work, year-round work, and work that offers training and gender equity is more likely to contribute to quality of life improvements for residents than seasonal unskilled jobs at the minimum wage. These indicators not only measure the number of jobs created but also the quality of the employment.

### B.4 Safety and Health

<b>Indicator B.4.1</b>	<b>Percentage of tourism enterprises inspected for fire safety in the last year</b>
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Keeping track of which properties have been inspected improves inter-departmental coordination and helps ensure an enterprise does not consistently avoid inspection, and, therefore, present a risk to visitor safety.

## B.5 Tourism Supply Chain

**Indicator B.5.1**

**Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services**

Connecting tourism businesses with local producers and suppliers of tourism-related goods and services helps multiply the economic impact of tourism in the destination. Agriculture and fishing sectors are particularly well positioned to benefit from tourism. These indicators encourage local, fair trade business connections.

## Section C: Social and Cultural Impact Core Indicators

Social and cultural impact indicators focus on the effects of tourism on the residents and cultural heritage in the destination.

### C.1 Community/Social Impact

**Indicator C.1.1**

**Number of tourists/visitors per 100 residents**

Resident satisfaction is a key indicator of the social impact of tourism on a community. Keeping track of changes in levels of satisfaction, and comparing these to levels of tourist flow can help to identify problems in advance so these can be addressed and directly influence planning decisions.

### C.2 Gender Equality

**Indicator C.2.1**

**Percentage of men and women employed in the tourism sector**

The tourism sector has a reputation for being providing employment opportunities for both men and women. It is important that tourism employment statistics are analysed by gender so that this situation is publicly available. It is also important to review levels of employment by gender to ensure both men and women are moving up the career ladder.

### C.3 Equality/Accessibility

**Indicator C.3.1**

**Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes**

**Indicator C.3.2**

**Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes**

Sustainable tourism is tourism that is open to all and breaks down barriers to access. This criterion addresses the issue of equality of access for people with disabilities. Monitoring accommodation and attractions that are making provisions for people with disabilities helps raise awareness of the need for these facilities. Polling visitor satisfaction with access provides additional depth of information.

### C.4 Protecting and Enhancing Cultural Heritage, Local Identity and Assets

**Indicator C.4.1**

**Percentage of the destination covered by a policy or plan that protects cultural heritage**

Cultural identity is under threat worldwide. When heritage buildings are destroyed or replaced with modern structures, the character of the destination changes. Having a policy to identify, protect and enhance the built (tangible) and other expressions cultural heritage e.g. music, (intangible) is vital to the sense of place and resident pride. Holding festivals and polling residents on their view about the impact of tourism on destination identity are both important.

## Section D: Environmental Impact Core Indicators

Environmental impact indicators focus on those elements that are critical to the sustainability of the natural environment of the destination.

### D.1 Reducing Transport Impact

<b>Indicator D.1.1</b>	<b>Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)</b>
<b>Indicator D.1.2</b>	<b>Average travel (km) by tourists to and from home or average travel (km) from the previous destination to the current destination</b>

Transport to and around a destination contributes to greenhouse gas emissions and local air pollution generated by tourism. Tracking visitor distance travelled and mode of transport helps raise awareness of this issue and encourages improvements in the use of environmentally-friendly transportation for tourism.

### D.2 Climate Change

<b>Indicator D.2.1</b>	<b>Percentage of tourism enterprises involved in climate change mitigation schemes– such as: CO<sub>2</sub> offset, low energy systems, etc. – and “adaptation” responses and actions</b>
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Climate change mitigation (reducing the impacts) and adaptation (responding to some of the inevitable impacts) strategies need to be considered in every sector of the economy but particularly tourism, where many businesses are located in areas vulnerable to flooding, drought and other impacts. This criterion highlights the importance of integrating climate change awareness into sustainable tourism planning and management.

### D.3 Solid Waste Management

<b>Indicator D.3.1</b>	<b>Waste volume produced by destination (tonnes per resident per year or per month)</b>
<b>Indicator D.3.2</b>	<b>Volume of waste recycled (percent or per resident per year)</b>

Tourism activities are a significant contributor to solid waste in a destination. Solid waste reduction can and should be addressed at a destination and enterprise level. Reduction initiatives include economic incentives, recycling, composting, and reuse programmes.

### D.4 Sewage Treatment

<b>Indicator D.4.1</b>	<b>Percentage of sewage from the destination treated to at least secondary level prior to discharge</b>
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Tourism contributes heavily to pressure on sewage treatment stations. This is a particular concern in destinations dominated by beaches, lakes, and rivers. Effluent can cause severe environmental and health problems and create a negative image of the destination if not properly treated.

## D.5 Water Management

**Indicator D.5.1**

**Fresh water consumption per tourist night compared to general population water consumption per person night**

The tourism sector is a significant water user. Water is also a critical resource for tourism. This is a particular issue for destinations where water is in short supply, and increased water usage may result in hardship for existing residents.

## D.6 Energy Usage

**Indicator D.6.1**

**Energy consumption per tourist night compared to general population energy consumption per person night**

The tourism sector is a key energy user. Comparing tourist use to resident use highlights inefficiencies and is useful for planning purposes. Where destination energy production relies on fossil fuels, this is a concern for climate change and economic sustainability. Tracking energy usage, conservation, and the sector's energy footprint helps guide energy conservation programs.

## D.7 Landscape and Biodiversity Protection

**Indicator D.7.1**

**Percentage of destination (area in km<sup>2</sup>) that is designated for protection**

Protected areas are a key asset of a destination's tourism product. High biodiversity helps ensure the sustainability of natural areas, benefits the destination's image and is attractive to tourists. This measure highlights the importance of investing in landscape and biodiversity protection and the tourism sector's role in supporting this process.

## D.8 Light and Noise Management

**Indicator D.8.1**

**The destination has policies in place that require tourism enterprises to minimise light and noise pollution**

Light and/or noise pollution may be a significant source of disturbance for resident communities and stress on wildlife in some destinations. These issues may be of particular concern in areas with an active night-time economy and isolated rural settings, star-gazing areas, turtle nesting sites, and mountain retreats, for example. Policies for beach/waterfront lighting, noise-levels and time for noise reduction need to be considered for current and future/proposed development.

## D.9 Bathing Water Quality

**Indicator D.9.1**

**Level of contamination per 100 ml (faecal coliforms, campylobacter)**

Note: only core in destinations with bathing water

Water bathing is a primary attraction for many European tourism destinations. Ensuring the quality and safety of lake, river or sea water is of paramount importance. Any exposed risks can have a significant impact on destination attractiveness. These are also an indication of ineffective waste water treatment.

## OPTIONAL INDICATORS

Optional indicators are more relevant to destinations that have more advanced sustainability systems in place. There are 40 optional indicators divided into the same four sections as the Core indicators.

### Section A: Destination Management Optional Indicators

Destination management indicators emphasise important decision-making and communication issues that contribute to sustainable tourism management in the destination.

#### A.1 Sustainable Tourism Public Policy

<b>Indicator A.1.1.1</b>	<b>Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism</b>
<b>Indicator A.1.1.2</b>	<b>Percentage of the destination represented by a destination management organisation</b>

Consultation and ensuring communities are represented are both vital to sustainable tourism. These criteria seek to understand if interested residents are engaged with tourism planning, and if so, if they are satisfied with their involvement and influence. It also measures the extent to which they are included and represented.

#### A.2 Sustainable Tourism Management in Tourism Enterprises

<b>Indicator A.2.1.1</b>	<b>Number of tourism enterprises/establishments with sustainability reports in accordance with the Global Reporting Initiative (GRI)</b>
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This indicator seeks to determine the number of enterprises that have submitted a globally accepted sustainability report.

#### A.3 Customer Satisfaction

<b>Indicator A.3.1.1</b>	<b>Percentage of repeat/return visitors (within 5 years)</b>
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Visitors who return and become loyal, repeat visitors are often more economically beneficial to the destination. Monitoring the percentage of repeat visitors is important.

#### A.4 Information and Communication

<b>Indicator A.4.1.1</b>	<b>The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding</b>
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Educating visitors about the sustainability issues and initiatives in the destination is one of the roles of a sustainable destination. This indicator measures the sustainability content of visitor information.

## Section B: Economic Value Optional Indicators

Economic value indicators help track the contribution of tourism to economic sustainability in the destination.

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

<b>Indicator B.1.1.1</b>	<b>Relative contribution of tourism to the destination's economy (% GDP)</b>
<b>Indicator B.1.1.2</b>	<b>Number of 'same day' visitors in high season and low season</b>
<b>Indicator B.1.1.3</b>	<b>Daily spending per same day visitor</b>

This measure shows how important tourism is to a destination. A high percentage may suggest economic vulnerability due to over reliance on tourism. Comparing day and overnight visitors is important to better understand the spending patterns and economic impact of day visitors. While overnight visitors have a higher trip spend, day visitors are often important for retailers.

### B.2 Tourism Enterprise(s) Performance

<b>Indicator B.2.1.1</b>	<b>Average length of stay of same day visitors (hours)</b>
<b>Indicator B.2.1.2</b>	<b>Percentage of ten largest tourism enterprises involved in destination management/cooperative marketing</b>
<b>Indicator B.2.2.1</b>	<b>Average price per room in the destination</b>

The longer visitors stay in a destination, the more they spend. Increasing the average hours spent in a place and monitoring that increase is a useful indicator of performance.

Working collaboratively is an indication of the level of trust among members of the tourism community and it ensures diverse perspectives are included in sustainable tourism development. The indicator measures to what extent tourism businesses are collaborating.

Revenue per available room (REV PAR) is important because it incorporates both room rates and occupancy. At a destination-level, it shows how well the destination is filling the rooms as well as how much it is able to charge for the rooms.

### B.3 Quantity and Quality of Employment

<b>Indicator B.3.1.1</b>	<b>Percentage of jobs in tourism that are seasonal</b>
<b>Indicator B.3.1.2</b>	<b>Percentage of tourism enterprises providing student internships</b>

A true measure of tourism's employment generation and value needs to consider the seasonal variation in employment. Also, the skill level of tourism employees is indicative of the quality of the employment. This indicator helps assess the how many local tourism enterprises are helping to train the next generation of travel and tourism professionals.

## B.4 Safety and Health

<b>Indicator B.4.1.1</b>	<b>Percentage of tourists who register a complaint with the police</b>
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A sustainable destination has a responsibility to its visitors to take reasonable steps to provide a safe and healthy environment for a holiday. This means monitoring the levels of crime against tourists and also the levels of crime committed by tourists to ensure that tourism is not generating an increase in criminal behaviour that will adversely affect the local population, incur additional local costs and impact negatively on the reputation of the destination.

## B.5 Tourism Supply Chain

<b>Indicator B.5.1.1</b>	<b>Percentage of the destination covered by a policy promoting local, sustainable and/or fair trade products and services</b>
<b>Indicator B.5.1.2</b>	<b>Percentage of tourism enterprises sourcing a minimum of 25% of food and drink from local/regional producers</b>

Implementing a policy to promote responsible purchasing helps to leverage the purchasing power of the destination to provide a greater amount of local, sustainable, and fair trade products and services. Sourcing local products increases the economic value of tourism. Tracking this figure will help DMOs explore ways to increase the connection between tourism and local agriculture.

## Section C: Social and Cultural Impact Optional Indicators

Social and cultural impact indicators focus on the effects of tourism on the residents and cultural heritage in the destination.

### C.1 Community/Social Impact

<b>Indicator C.1.1.1</b>	<b>Percentage of residents who are satisfied with tourism in the destination (per month/season)</b>
<b>Indicator C.1.1.2</b>	<b>Number of beds available in commercial visitor accommodation per 100 residents</b>
<b>Indicator C.1.1.3</b>	<b>Number of second/rental homes per 100 homes</b>

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.

Tracking the number of available beds in a destination is a way of measuring the relative impact of tourism on residents' way of life.

Having large numbers of rental properties can change the nature of a destination, particularly when rental properties outnumber resident homes. Keeping a check on the balance of rentals and residencies can help address this issue before it becomes a problem.

### C.2 Gender Equality

<b>Indicator C.2.1.1</b>	<b>Percentage of tourism enterprises where the general manager position is held by a woman</b>
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<b>Indicator C.2.1.2</b>	<b>Average wage in tourism for women compared to average wage for men (sorted by tourism job type)</b>
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To ensure both men and women are equitably represented and paid at varying levels tourism employment, including management positions.

### C.3 Equality/Accessibility

<b>Indicator C.3.1.1</b>	<b>Percentage of destination served by public transport that is accessible to people with disabilities and people with specific access requirements</b>
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<b>Indicator C.3.2.1</b>	<b>Percentage of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements</b>
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Measuring transport accessibility helps identify potential obstructions for accessibility. Monitoring visitor satisfaction with accessibility helps planners know whether they are meeting visitor needs.

### C.4 Protecting and Enhancing Cultural Heritage, Local Identity and Assets

<b>Indicator C.4.1.1</b>	<b>Percentage of residents who have positive or negative views on the impact of tourism on destination identity</b>
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<b>Indicator C.4.1.2</b>	<b>Percentage of the destination's biggest events that are focused on traditional/local culture and assets</b>
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This indicator is a barometer of tourism's cultural impact. Holding events focused on local culture can be an effective means of increasing pride.

## Section D: Environmental Impact Optional Indicators

Environmental impact indicators focus on those elements that are critical to the sustainability of the natural environment of the destination.

### D.1 Reducing Transport Impact

<b>Indicator D.1.1.1</b>	<b>Percentage of visitors using local/soft mobility/public transport services to get around the destination</b>
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<b>Indicator D.1.2.1</b>	<b>Average travel (km) by same day visitors from and to destination</b>
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Tracking the use of traffic reducing, environmentally-friendly (soft mobility) transport options can help to inform local transportation policies.

This information helps to identify the cost of distance and the environmental impact of attracting day visitors from nearby areas.

### D.2 Climate Change

<b>Indicator D.2.1.1</b>	<b>Percentage of the destination included in climate change adaptation strategy or planning</b>
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**Indicator D.2.1.2****Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones”**

Including the whole destination in climate change initiatives is important. This indicator monitors how much is missed in order to encourage inclusion.

The second indicator is designed to raise awareness of climate-related vulnerability.

### D.3 Solid Waste Management

**Indicator D.3.1.1****Percentage of tourism enterprises separating different types of waste**

Keeping track of private sector engagement shows the effectiveness of awareness initiatives and the need for incentives in this area.

### D.4 Sewage Treatment

**Indicator D.4.1.1****Percentage of commercial accommodation connected to central sewage system and/or employing tertiary sewage treatment**

Central sewage or tertiary systems are the most effective in reducing water-borne pollutants. Raising awareness of the scale of this issue in the destination is the first step towards finding a solution.

### D.5 Water Management

**Indicator D.5.1.1****Percentage of tourism enterprises with low-flow shower heads and taps and/or dual flush toilets/waterless urinals****Indicator D.5.1.2****Percentage of tourism enterprises using recycled water****Indicator D.5.1.3****Percentage of water use derived from recycled water in the destination**

Tracking tourism enterprise engagement in water conservation helps gauge the success of water conservation initiatives that will result in saving money for enterprises.

Using recycled grey water can be an effective reduction strategy for garden irrigation. These indicators tracks how widely implemented these initiatives are at the tourism enterprise and destination level.

### D.6 Energy Usage

**Indicator D.6.1.1****Percentage of tourism enterprises that have switched to low-energy lighting****Indicator D.6.1.2****Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption**

Tracking tourism enterprise engagement in saving energy helps gauge the success of energy-saving programs and initiatives.

This indicator tracks the destination’s progress in converting to renewable sources of energy.

## D.7 Landscape and Biodiversity Protection

<b>Indicator D.7.1.1</b>	<b>Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes.</b>
<b>Indicator D.7.1.2</b>	<b>Percentage of destination covered by a biodiversity management and monitoring plan</b>

Tourism enterprises are significant beneficiaries of investment in protected areas, so it is important to track the sector’s contribution to conservation.

This is an indicator of the activities of conservation agencies and the existence of risks to key species.

## D.8 Light and Noise Management

<b>Indicator D.8.1.1</b>	<b>Percentage of the destination and percentage of population covered by local strategy and/or plans to reduce noise and light pollution</b>
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Light and noise pollution can cause significant disturbance to residents and local wildlife. This indicator highlights destination policies in this area.

## D.9 Bathing Water Quality

<b>Indicator D.9.1.1</b>	<b>Number of days beach/shore closed due to contamination</b>
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Beach closures have a significant impact on the economic viability of a beach resort. Making this information public increases awareness of the need to resolve water quality issues.



## Part 4: The Destination Dataset

The Destination Dataset is an Excel file located at [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm). It contains the same information as Part 3 of the Toolkit, but with space for data to be included. As data is added, subsequent Excel sheets are populated with charts of results.

The figure below is a screen shot of the Destination Indicators worksheet within the Dataset. The red arrows highlight the four primary worksheets:

Section	Criteria	Indicator Reference #	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
A. Destination Management	A.1 Sustainable Tourism Public Policy	A.1.1	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement		%		
		A.1.1.1	Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism		%		
		A.1.1.2	Percentage of the destination represented by a destination management organisation		%		
	A.2 Sustainable Tourism Management in Tourism Enterprises	A.2.1	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures		%		
		A.2.1.1	Number of tourism enterprises/establishments with sustainability reports in accordance with Global Reporting Initiative (GRI)		%		
	A.3 Customer Satisfaction	A.3.1	Percentage of visitors that are satisfied with their overall experience in the destination		%		
		A.3.1.1	Percentage of repeat/return visitors (within 5 years)		%		
	A.4 Information and Communication	A.4.1	Percentage of official tourism information/literature with a specific section about sustainability issues		%		
		A.4.1.1	Destination visitor information (brochures and/or web pages) containing a specific section about sustainability issues		%		
	B.1 Tourism Flow (volume & value) at Destination	B.1.1	B.1.1	Number of tourist nights per month		%	
B.1.1.1			Relative contribution of tourism to the destination's economy (% GDP)		%		
B.1.1.2			Number of 'same day' visitors per month		%		
B.1.1.3			Daily spending per same day visitor		€		
B.1.2		Daily spending per tourist (accommodation, food and drinks, other services)		€			
B.2		B.2.1	Average length of stay of tourists (nights)		# of nights		
		B.2.1.1	Average length of stay of same day visitors (hours)		# of hours		
B.2 Tourism Enterprise(s)		B.2.1.2	Percentage of tourism enterprises involved in destination management/cooperative marketing		%		

The Dataset has four primary worksheets:

- **Notes to Readers:** instructions for using the Dataset tool
- **Destination Profile:** snapshot of your destination
- **Destination Indicators:** data input table for Core & Optional indicators
- **Results:** tables and graphs summarising and interpreting your data collection

Once the indicator data has been collected and submitted by the stakeholders, you should collate this information into the Destination Dataset. The SWG can then collectively analyse the results, decide on some realistic benchmarks or targets and agree a plan on how to achieve these.

You can decide together with your SWG which of these issues is a priority for your destination and choose the order in which you decide to approach them. When you have prioritised the issues and

indicators of high importance that require improvement, you can start to develop a plan of action (i.e. which indicators and issues require action, in what order, when, how and by whom).

## Using the Dataset

Open the Worksheet titled: “**Destination Indicators**”

Review the following Columns:

- **Column C, Indicator Reference #:** *use these call numbers to refer to the associated Toolkit.*
  - o Those cells highlighted **GREEN** are Core Indicators, those highlighted in **BLUE** are Optional Indicators
  
- **Column D, Indicators:** *Explains what is to be measured.*
  - o Please see the associated Toolkit to learn more about the reason for monitoring, data requirements, unit of measurement, terms that have been defined in the glossary, data collection instructions, method to calculate the result of the indicator, frequency of data collection, reporting format, any international benchmarks that may exist, a recommended target, suggested actions (for when the result falls short of the target), and any additional references.
  
- **Column E, Is the Destination Monitoring the Indicator:** ***This is your first point of data entry***
  - o Click on any cell in Column E
  - o On the outside bottom right of the cell you will see a small Drop Down Arrow
  - o Click on the Drop Down Arrow and the choices of Yes, No, or N/A will appear
  - o Select the appropriate response
  
- **Column F, Measurement Unit:** *What units the information will be recorded in*
  
- **Column G, Suggested Target:** *Each destination will need to establish their own targets*
  
- **Column H, Destination Results:** ***This is your second point of data entry***
  - o Using the results of the various surveys or other information that has been collected, input the appropriate response
  
- **Worksheet Monitoring Results:** illustration of how many core and optional indicators are being monitored by the destination and the percentage for each section
  
- **Worksheet Chart Destination:** bar graph showing destination responses for related policies and actions across a number of core and optional indicators
  
- **Worksheet Chart Enterprises:** bar graph showing destination responses for related enterprise operations across a number of core and optional indicators
  
- **Worksheet Chart Residents:** bar graph showing destination responses for related residents implications across a number of core and optional indicators

- **Worksheet Chart Visitors Impressions:** bar graph showing destination responses for related visitor/tourist impressions across a number of core and optional indicators
- **Worksheet Chart Spending:** bar graph showing destination responses for visitor/tourist spending across a number of core and optional indicators
- **Worksheet Chart Time:** bar graph showing destination responses for visitor/tourist time across a number of core and optional indicators



For more details on the European Tourism Indicator System, including background reports and downloadable supporting documents referred to the Toolkit, please visit [http://ec.europa.eu/enterprise/sectors/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm)