



EUROPEAN CONFERENCE ON
QUALITY IN OFFICIAL STATISTICS
2024 ESTORIL - PORTUGAL

From Experimental to European Statistics: Elevating the short-term rentals project

Simon Bley, Eurostat

Christophe Demunter, Eurostat (authors)

Marios Papaspyrou, Eurostat (presenter)



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

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Did you know that?

- In 2023, visitors to Portugal spent almost 38 million nights in short-term rentals booked via Airbnb, Booking.com, TripAdvisor or Expedia.
- This means that Portugal was the #5 target in the EU!
- On the flip side, visitors from Portugal spent around 3 million nights in other EU countries (2022 data).
- Their most popular destinations were:
 - Spain (1.4 million)
 - France (580k)
 - Italy (340k)
 - Germany (87k)
 - Greece (80k)



Did you know that?

- In total, 679 million nights were spent in short-term rentals in the EU booked via Airbnb, Booking.com, TripAdvisor or Expedia.
- This means that nearly 1.9 million tourists per night slept in a bed booked via the platforms
- 61 million stays were booked in 2023 ...
- ... which corresponds to 117 reservations per minute, or nearly 2 each second!

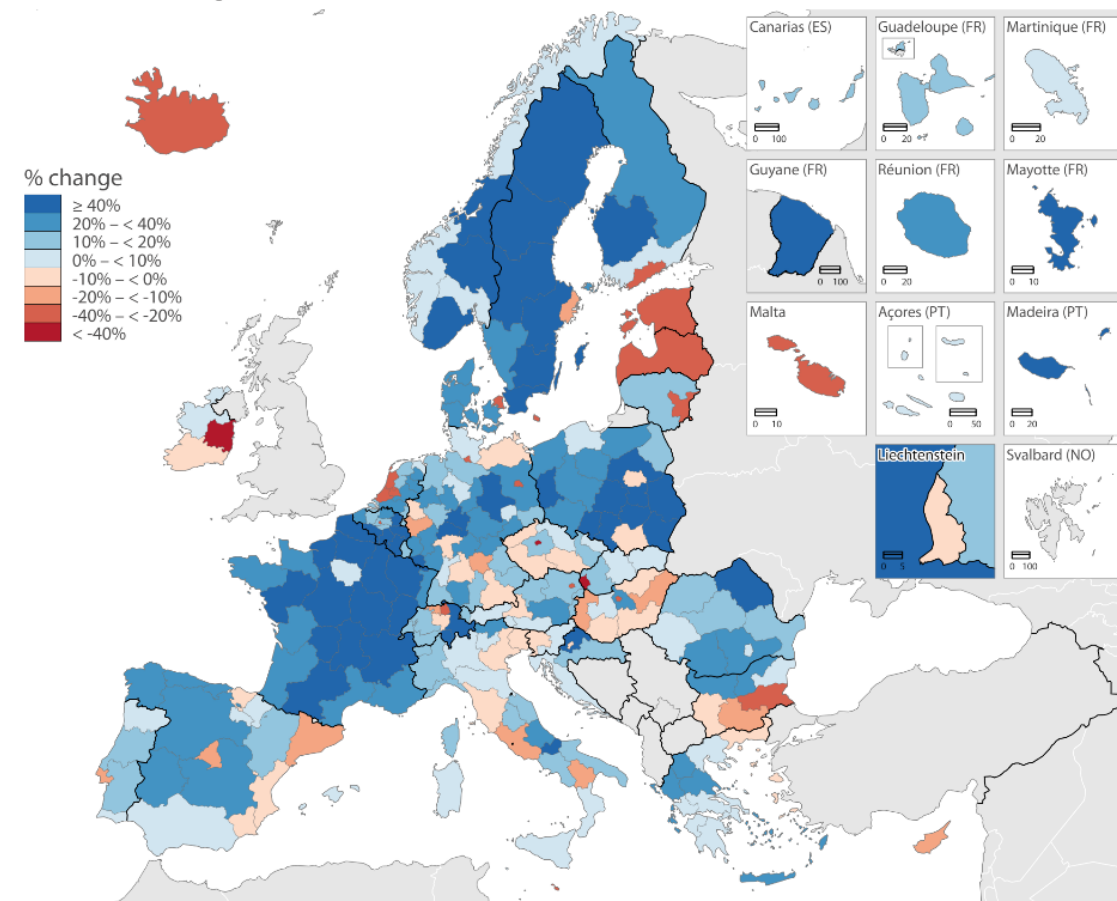




The data

- Occupancy data down to NUTS3
- Data for around 200 EU cities
- Breakdowns by origin of guest, accommodation characteristics
- Covering NACE 55.2 for EU+EFTA
- 1st data released 3 months after reference quarter

Guest nights spent at short-stay accommodation booked via online platforms
(NUTS2, % change between 2019 and 2022)



The online platforms are Airbnb, Booking, Tripadvisor and Expedia.
(experimental statistics)

Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat - IMAGE, 06/2023



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Usage exemples

Insee Institut national de la statistique et des études économiques

Accueil > Statistiques et études > Hébergements proposés par des particuliers via des plateformes

Hébergements proposés par des particuliers via des plateformes

En 2019, Paris et Nice dans le top 10 des villes les plus fréquentées de l'Union européenne

En plein essor dans les années 2010, les hébergements proposés par des particuliers via les principales plateformes internationales représentent désormais un segment incontournable de l'économie touristique. Avec 109 millions de nuitées en 2019, soit un cinquième des nuitées de l'Union européenne, la France est particulièrement concernée par ce mode de réservation et d'hébergement. Particulièrement française, la proportion de nuitées dans les hébergements est très élevée sur ce marché, bien plus élevée qu'en

STATBEL La Belgique en chiffres

ACCUEIL THÈMES NOUVELLES PARTICIPER

Statbel > Thèmes > DataLab > Données des plateformes dans le secteur du tourisme résidentiel

Données des plateformes dans le secteur du tourisme résidentiel

Statbel DataLab : nouvelles statistiques, méthodes et sources de données en version bêta

REUTERS World Business Markets Sustainability Legal Breakingviews

Europe

Online platforms set new monthly records for short-term stays in Q2 - Eurostat

Skift News Events Research Advertise Get Access

Hotels

Short-Term Rentals Gain Big Share on Hotels in Europe's Shifting Lodging Sector

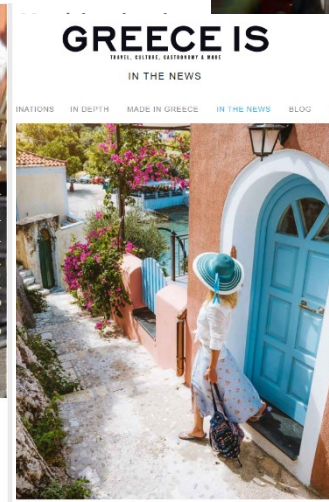
Versha Acrop, Skift
May 19th, 2022 at 10:30 AM EDT

TAGESSPIEGEL



Mehr Rollkoffer in Berlins Außenbezirken? Airbnb beansprucht Beitrag zur Entzerrung der Touristenströme

Ziel der Berliner Politik ist es, Touristen zu Besuch und Übernachtung in den Randbezirken zu motivieren. Der Ferienwohnungsvermittler Airbnb behauptet, er sei dabei behilflich. Aber stimmt das auch?



Leading in Short-Term

rental numbers are by far the highest in comparison to its

IW Suchbegriff eingeben

Home > Studien > Die Bedeutung großer Onlineplattformen für den Tourismus in deutschen Kreisen und Städten

Vera Demary / Christian Rusche · IW-Kurzbericht Nr. 53 · 21. August 2023

Die Bedeutung großer Onlineplattformen für den Tourismus in deutschen Kreisen und Städten

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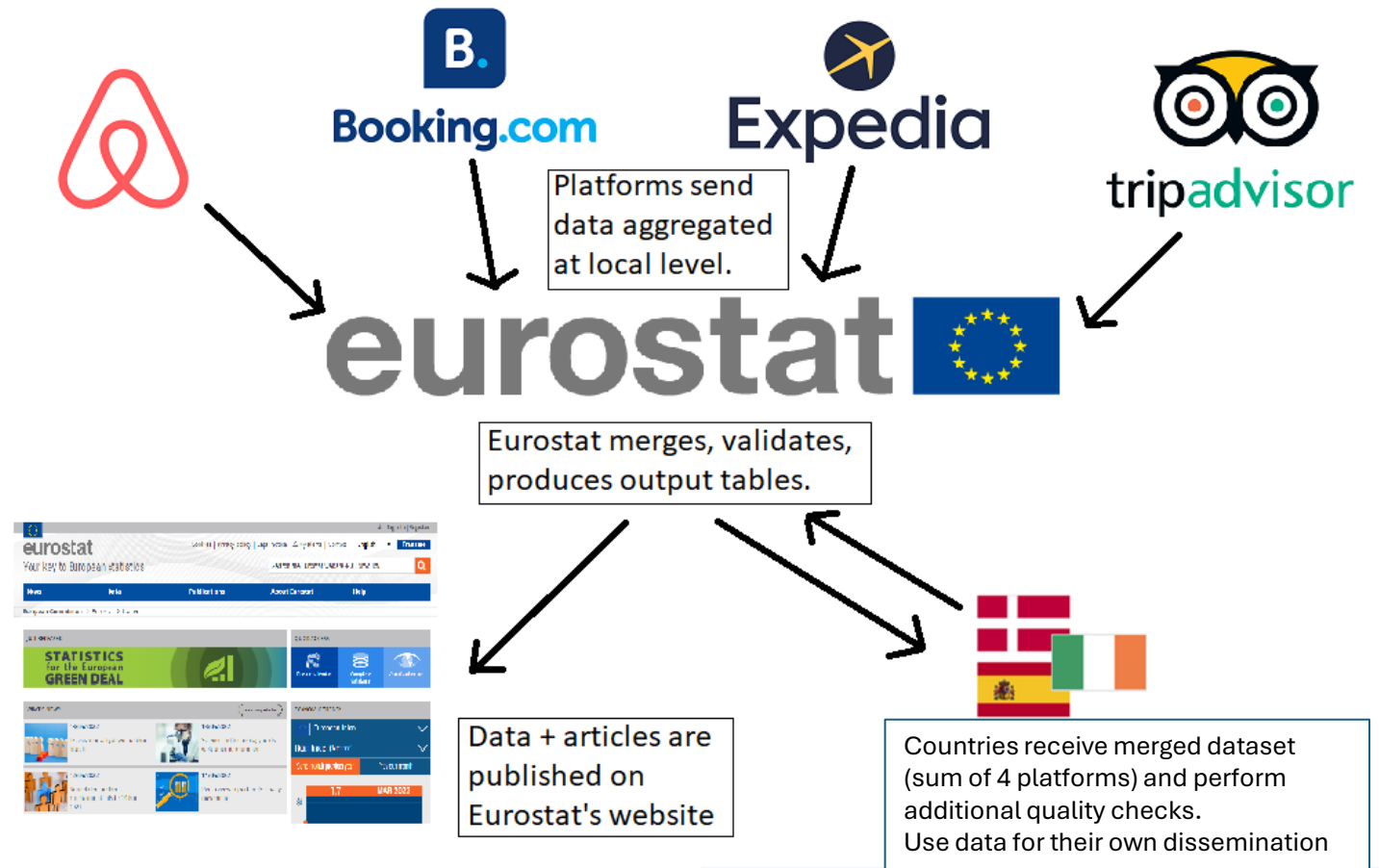
Why? “Raison d’être” of the project

- Data needs in tourism statistics
 - Better coverage of short-stay accommodation
 - Lack of coverage of smaller establishments in tourism surveys and registers
 - Users need information on this ‘new’ segment of the tourist accommodation sector
- Explore sharing of privately held data for statistical purposes
 - Expensive or infeasible to collect data from many households/small enterprises
 - Most information available with relatively few platforms
- Part of a wider Eurostat initiative on measuring the collaborative economy



How? The project setup in a nutshell

- Platforms send data, aggregated at local level, to Eurostat each quarter
 - Capacity and occupancy data, like the reporting obligations of accommodation service providers as laid down in the tourism statistics Regulation
- Eurostat merges and validates the data and produces
 - Output data for various geographical aggregates
 - Merged “raw” files for NSIs for additional validation at national level and national data releases/articles/etc.
- NSIs and Eurostat disseminate the data and produce various articles, news releases, etc. based on it.





Status and future of the project

- Eurostat has been publishing project data since mid-2021; regular quarterly releases since July 2022
- Wide user base in EC, ESS, academia, the media, tourism marketing, etc.
- Users generally do not make the distinction between “experimental” and “European” statistics.
- **Next step towards full maturity is the transition beyond the experimental phase and towards European Statistics.**

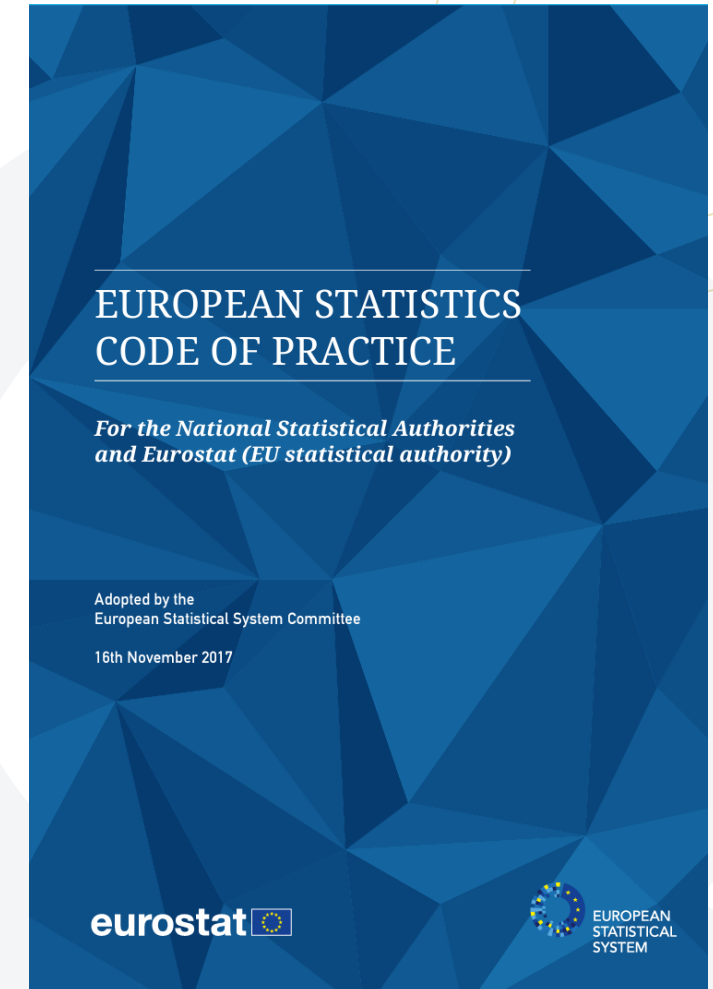
Benefits of transition

- Ensures continued production
- Official status, including the update of the statistical regulation 223/2009, could allow us to impose an obligation for data access on the platforms
- Would bring actual usage of the data in line with the official status of the project
- Showcases the potential for privately held data as a data source for official statistics
- Methodological development and addition of other platforms could continue



Assessment against Code of Practice (1/2)

- What is the European Statistics Code of Practice?
 - The European Statistics Code of Practice (CoP) is a set of principles designed to ensure the production and dissemination of high-quality, reliable, and relevant statistics within the ESS. It serves as a framework for the professional independence, integrity, and accountability of the EU's NSIs and Eurostat.
- The CoP consists of 16 principles organized in 3 areas:
 - Institutional environment
 - Statistical processes
 - Statistical output
- We checked adherence to all 16 principles; some are more applicable to the project than others.

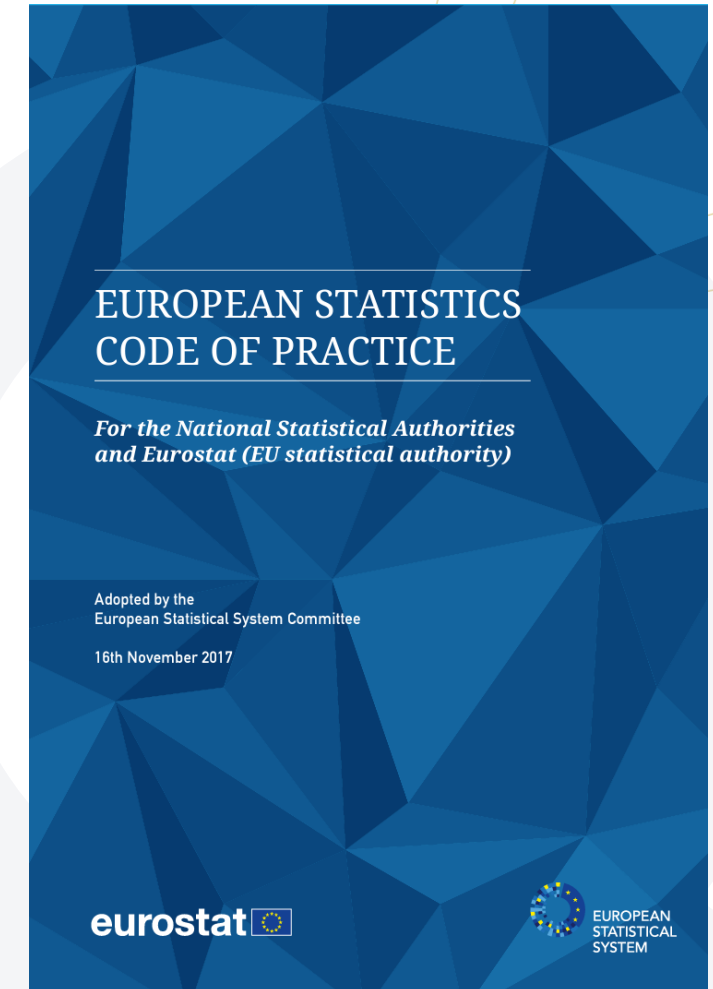




Principle 1: Professional Independence

Professional independence of statistical authorities from other policy, regulatory or administrative departments and bodies, as well as from private sector operators, ensures the credibility of European Statistics

- Initiative came from the Commission, not the companies
- Definitions and concepts follow established practices in other tourism statistics
- Validation at Eurostat and national level
- Metadata is collected regularly

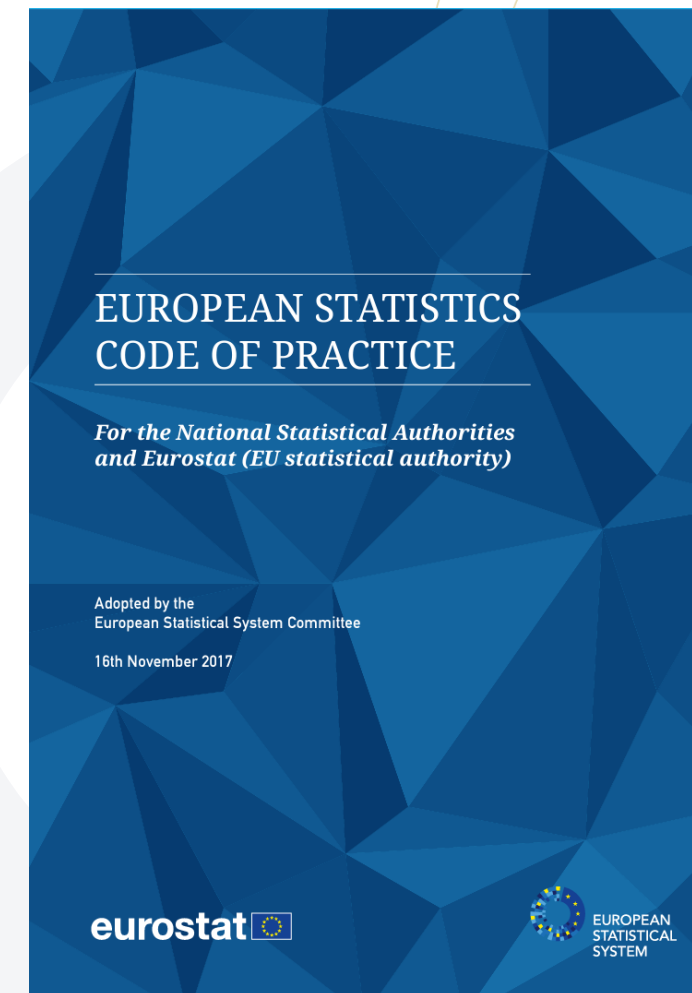




Principle 3: Mandate for data collection

Statistical authorities have a clear legal mandate to collect and access information from multiple data sources for European statistical purposes. Administrations, enterprises and households, and the public at large may be compelled by law to allow access to or deliver data for European statistical purposes at the request of statistical authorities.

- The need for the project came from a clear data gap in tourism statistics
- Data access is governed by NDAs; while these do not constitute a legal obligation, it is much stronger than an informal agreement
- Unilateral cancellation by platforms would lead to significant reputation loss.

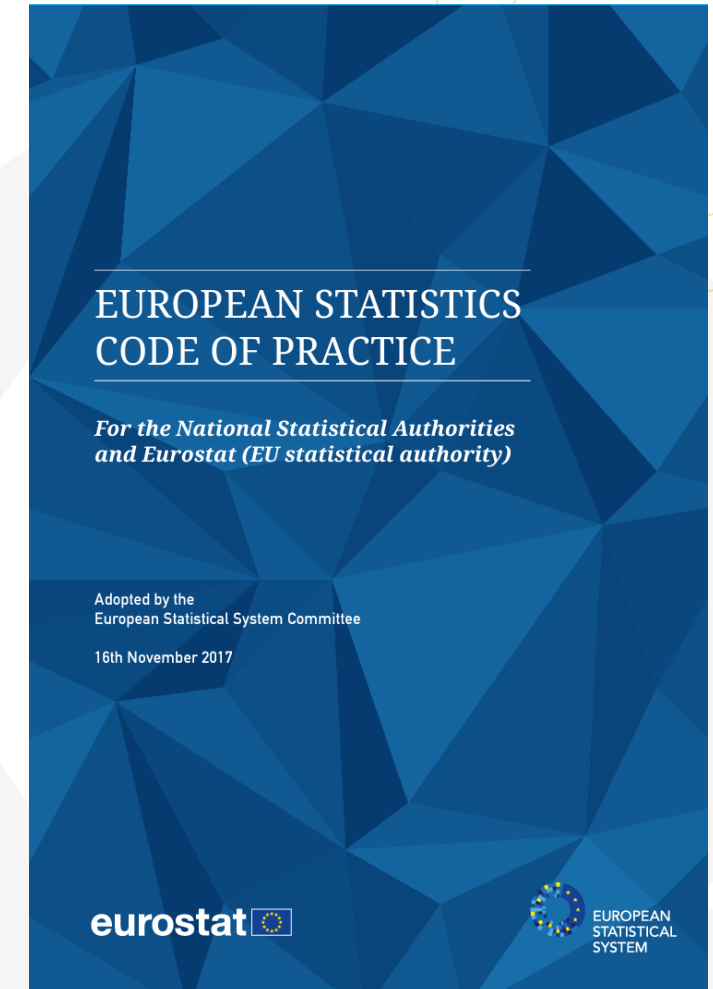




Principle 15: Coherence and comparability

European Statistics are consistent internally, over time and comparable between regions and countries; it is possible to combine and make joint use of related data from different data sources.

- Project uses standard definitions and codes aligned with other tourism statistics
- Full integration with tourism statistics currently not possible
- Data does confirm major trends observed in tourism statistics





Conclusions

- The project is one piece of the tourism statistics puzzle
- Successful proof-of-concept of re-using privately held data for statistics
- Currently published as “experimental statistics”, but no impact on usage by the public; transition under discussion
- Key success factors: multi-disciplinary & multi-stakeholder approach
- Many new data sources have potential for measuring tourism flows, but how to unlock? -> Potential for international cooperation



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Thank you!

Let's stay in touch:

- Simon Bley: Simon-Johannes.BLEY@ec.europa.eu
- Christophe Demunter: Christophe.DEMUNTER@ec.europa.eu
- Marios Papaspyrou: Marios.PAPASPYROU@ec.europa.eu

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