

Nordic Regional Tourism Satellite Account

Amanda Stenström, Tillväxtverket





Main Aims

Regional and local tourism effects:

- Economic and employment
- Tourism environmental impact

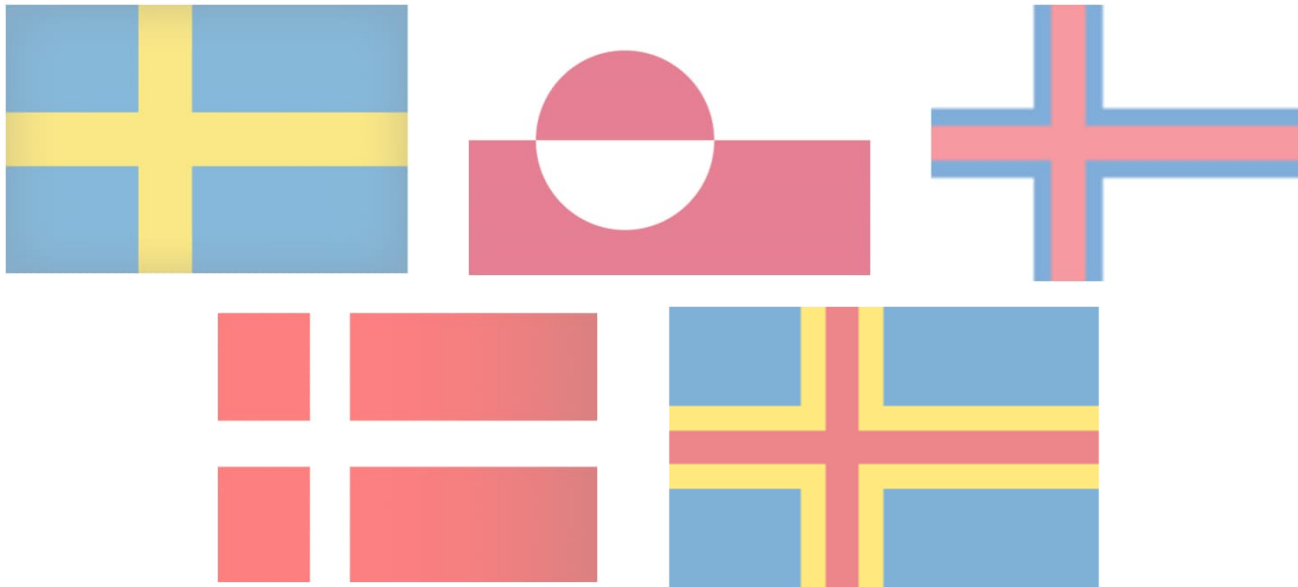


A two part study

- Methodology/ Mapping:
May 2022 to April 2023
- Implementations and
calculation:
2023-2024

Stronger together ...

- Lead partners - Sweden (Tillväxtverket) and Denmark (Visit Denmark)
- New data sources - regional level credit card data



What's unique?

- ▶ Modelling with Visa and MasterCard data
- ▶ At regional and municipality level
 - Incoming tourism consumption: already implemented by several other countries
 - Domestic tourism consumption: pilot project – a world first!



How's it going?

Mapping methods used by other countries

- Sweden is one step ahead
 - Calculations have begun
- Seminar
 - *March/April 2023*

