

# The Impact of Coronavirus on Europe's Convention Sector

May 2020

Final Report

PREPARED FOR:

STRATEGIC ALLIANCE OF THE NATIONAL  
CONVENTION BUREAUX OF EUROPE



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# EXECUTIVE SUMMARY

## The impact of coronavirus on Europe's convention sector

### Market profile in 2019

- Across Europe 5.4 million business conventions and events were hosted in 2019, supporting 704 million visitors.<sup>1</sup>
- The majority (58%) of visitors attended events or conventions in Germany, France, Spain, Italy or Sweden. Germany alone accounted for just under 40% of all European convention and event visitors in 2019.
- The European convention market supported 89 billion of visitor spending in 2019. Domestic visitor spending far exceeds international visitor spending, accounting for 76% of all event spending across Europe.

### European convention sector forecasts

Amounts in billions of current euros and millions of visitors

	2019	2020	2021	2022	2023	2024	2020 growth
<b>Baseline</b>							
Visitors	704	293	445	655	727	745	-58%
Spending	€ 89	€ 34	€ 54	€ 83	€ 94	€ 99	-62%
<b>Upside</b>							
Visitors	704	452	588	718	742	755	-36%
Spending	€ 89	€ 52	€ 71	€ 90	€ 96	€ 100	-42%
<b>Downside</b>							
Visitors	704	160	261	500	642	737	-77%
Spending	€ 89	€ 18	€ 32	€ 63	€ 83	€ 98	-79%

Source: Tourism Economics

### Baseline forecast

- Under our baseline total event visits in Europe are expected to fall 58% in 2020 ; it won't be until 2023 that visits fully recover to 2019 levels.
- Overall spending is forecast to fall by €55 billion relative to 2019 levels. Domestic spending is forecast to recover at a faster pace than international spending as internal travel restrictions are likely to be lifted sooner.

### Upside and downside scenarios

- Alternative forecasts indicate that business convention tourism will fall between 36% and 77% in 2020.
- Under the upside scenario the recovery would be sharp and v-shaped; under the downside scenario the recovery will be more prolonged and u-shaped.

1. Visitation levels for 2019 were primarily derived from data provided by the Strategic Alliance of the National Convention Bureaux of Europe.

# INTRODUCTION

# CONTEXT AND RATIONALE FOR THE STUDY

Since the beginning of 2020 countries around the world have been grappling with the challenges of the coronavirus outbreak. As the year has progressed the outbreak of COVID-19 has worsened, spreading faster and more widely than originally anticipated. On 11<sup>th</sup> March the World Health Organisation declared the outbreak a pandemic, recognising that this epidemic is occurring across the world and affecting a large number of people.

Unprecedented measures have been implemented across the globe to attempt to reduce the spread of the disease. These include widespread travel restrictions and lockdown measures such as border closures and bans on non-essential domestic travel.

“Peak” lockdown now appears to have been reached at the global level and a growing list of economies are taking tentative steps to ease restrictions or publishing indicative timetables for moving out of lockdown. These measures continue to cause serious disruption within and between economies, generating drag on growth.

The business travel industry in Europe has been severely impacted by these measures with the whole industry experiencing a significant drop in demand over the past few months.

This includes the convention sector which has experienced widespread cancellations across Europe since this crisis began. The purpose of this report is to provide a constructive narrative of the convention sector’s pathway through the crisis, towards recovery.

# STUDY OBJECTIVES

This report provides a quantitative assessment of the short-term impact of the crisis on the European convention sector and the medium-term implications of reasonable recovery scenarios.

The first step of this assessment was to quantify the size, in terms of visitors and associated expenditure, of the European convention sector as of 2019. Following this, we developed a “baseline” forecast to assess the most likely impact of the coronavirus and shape of the recovery.

However, given the high level of uncertainty around how this crisis will continue to unfold over the coming months the probability of our baseline scenario occurring is not necessarily very high.

Therefore, the final step of this assessment was to develop a range of alternative scenarios, to be considered alongside our baseline, to reflect the possible range of outcomes from this crisis.

Each scenario was defined by varying the scale and duration of impact on the sector and the pace of the recovery. The precise calibration of these levers was informed by a set of assumptions around what further actions governments, businesses and individuals take in response to the crisis.

In this section of the analysis we also compare each scenario to a pre-crisis forecast to give a sense of the potential loss of event visitors and spend over the short-term alongside what the potential long-term growth implications of the crisis may be for the sector.

# STUDY PARAMETERS

Definition of the convention sector and the geographical coverage of the study

**The convention sector is defined as the meetings and conferences components of the MICE industry, see definition to the right.<sup>3</sup>**

This study includes both domestic and international attendees and day visits and overnight stays.

For this study Europe has been defined to align with the United Nations' publication on "Standard Country or Area Codes for Statistical Use". Within the publication Europe is defined to include 52 countries, for the full list please see overleaf.

Only countries represented by the Strategic Alliance of the National Convention Bureaux of Europe (hereafter referred to as the Strategic Alliance) are included in the cross-country analysis of this report. The Strategic Alliance represents 26 countries. Again, for a full list of members, please see the next page.



## Meetings

A gathering of at least 10 people from corporate organisations in one place. Examples include board meetings, sales meetings, product launches and training etc.



## Incentives

Corporate-sponsored trips for employees, distributors or clients to reward performance, motivate work effort and create company loyalty.



## Conferences

Meetings of hundreds or thousands of individuals belonging to a single profession, cultural or religious group or with another common interest.



## Events

Professionally organised events where products and services are displayed and which facilitate the meeting of buyers and sellers.

3. Definition sourced from the International Association of Professional Congress Organizers

# STUDY PARAMETERS

## Geographical definitions

### UN definition of Europe

#### Definition of Europe used in the report

Åland Islands, Albania, Andorra, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Guernsey, Holy See, Hungary, Iceland, Ireland, Isle of Man, Italy, Jersey, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Sark, Serbia, Slovakia, Slovenia, Spain, Svalbard and Jan Mayen Islands, Sweden, Switzerland, Ukraine and the United Kingdom

### Strategic Alliance members

#### Countries included in the cross-country analysis

Austria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Luxembourg, Netherlands, Hungary, Iceland, Ireland, Italy, Montenegro, Norway, Poland, Portugal, Latvia, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden and Switzerland.

# METHODOLOGY

A summary of the key steps of our approach

## Methodology flowchart>>>>

We have produced historic estimates of business event and convention visits and spending for each of the 26 countries represented by the Strategic Alliance.

To estimate the whole of Europe we have applied grossing factors to our estimates for Strategic Alliance members. Grossing factors are based on members shares of total domestic and inbound business travel in Europe.

Estimates are based on a combination of the specific historic data provided by the Strategic Alliance and aggregate business travel data from Tourism Economics' Global Travel Service (GTS) database.

### Visitors

Where possible this study draws on information provided by the Strategic Alliance. The Strategic Alliance provided total participant estimates for 10 of the 26 countries.

### ALOS

A combination of Strategic Alliance data and specific country reports were used to estimate the proportion of visitors on day visits and the average length of stay of event participants who were on an overnight trip. These estimates were developed for each country that direct data was available for.

### Spend per visit

Data from Tourism Economics' Event Calculator was used to calculate the average spend per night and spend per day-visit.

### Total Expenditure

ALOS and spend per visit estimates were combined with total visitor estimates to calculate total expenditure

#### Missing international visitor and spend estimates for Strategic Alliance members

Data on total inbound business arrivals and spend from Tourism Economics' GTS database was used to calculate the convention sector's average share of total inbound business arrivals and spend for the collection of the countries we have direct data for. These average shares were applied to estimates of total inbound business arrivals and spend for countries for which we did not have direct data.

#### Missing domestic visitor and spend estimates for Strategic Alliance members

Missing estimates for total domestic participant spend were estimated using a similar approach of that used to calculate missing international estimates, with average shares applied to estimate of total domestic business spend for each country. However, the GTS database does not provide estimates for total domestic business arrivals, so estimation through average shares was not possible. Instead, missing domestic visitor estimates were derived by working backwards from total expenditure estimates, applying ALOS and average per trip spend figures to estimate total domestic arrivals.



# MARKET PROFILE: CONVENTION SECTOR

# MARKET PROFILE

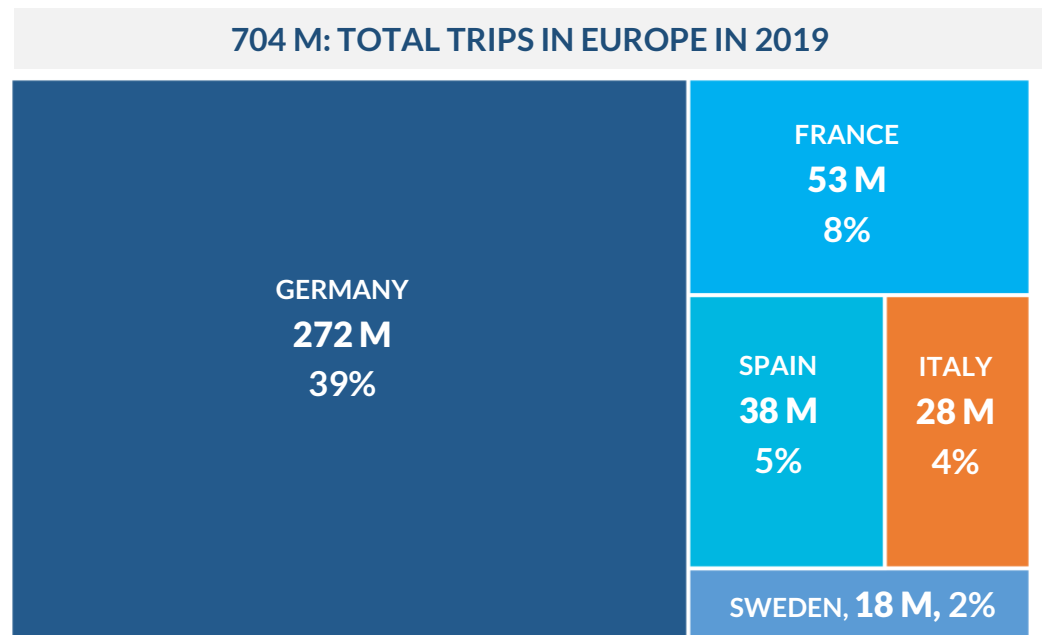
The size of the European convention market

Across Europe 5.4 million business conventions and events were hosted in 2019, supporting 704 million visitors.

The majority (58%) of visitors attended events or conventions in Germany, France, Spain, Italy or Sweden.

Germany alone accounted for just under 40% of all European convention and event visitors in 2019.

Note: Scotland is the only country within the UK that has been included in our cross-country analysis; the inclusion of the UK would effect the ranking of this chart.



Source: Tourism Economics

# MARKET PROFILE

## Visitor spending by the European convention market

The European convention market supported €89 billion of visitor spending in 2019.

Event visitors to Germany represent the largest spending cohort at just over €26 billion. France is the second largest market registering around €9 billion in visitor spending.

Overall, event visitor spending has increased by almost €13 billion since 2015 with spending in Germany accounting for 38% of this growth.

## European convention and event visitor spending levels<sup>4</sup>

Amounts in billions of current euros

	2015	2016	2017	2018	2019	Distribution of total spend 2019
<b>Total visitor spending</b>	<b>€ 75.6</b>	<b>€ 78.2</b>	<b>€ 81.9</b>	<b>€ 86.0</b>	<b>€ 89.0</b>	
Germany	€ 21.5	€ 22.5	€ 24.3	€ 25.8	€ 26.6	30%
France	€ 9.0	€ 9.3	€ 8.6	€ 9.0	€ 9.3	10%
Spain	€ 4.1	€ 4.1	€ 4.4	€ 4.6	€ 4.8	5%
Italy	€ 4.0	€ 3.7	€ 4.3	€ 4.4	€ 4.5	5%
Sweden	€ 2.8	€ 3.0	€ 3.2	€ 3.2	€ 3.3	4%

Source: Tourism Economics

4. The UK has been included in our estimates for total visitor spending in Europe, but excluded from our cross-country analysis; its inclusion would effect the country ranking of this table.

# MARKET PROFILE

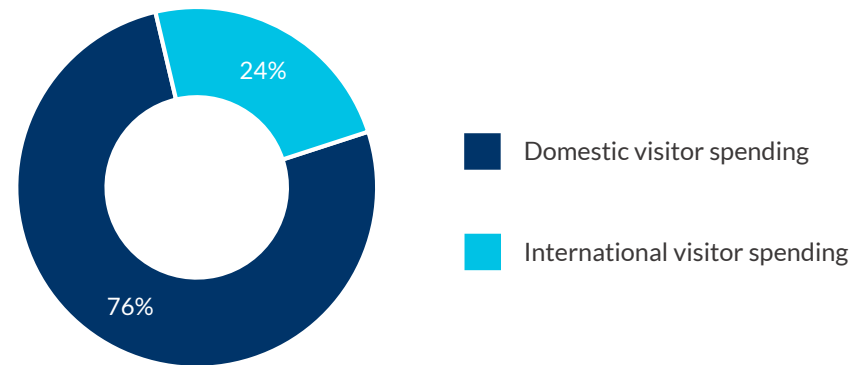
## Visitor spending by type

**Domestic visitor spending far exceeds international visitor spending.**

Domestic markets account for 76% of all event visitor spending across Europe. Albeit, overseas visitors spend more per trip than domestic visitors.

### Domestic and international shares of total event spending

Amounts in percentages



Source: Tourism Economics

# BASELINE FORECAST

# BASELINE DEVELOPMENT

The primary impacts of coronavirus on the conventions and events industry are caused by the actions that governments, businesses and individuals are taking to curb the outbreak. Three factors in particular are driving the impact :

- **event cancellations or delays**—implemented voluntarily by organisers or in response to government restrictions on crowd gatherings.
- **official travel restrictions**—in particular this restricts the attendance of international participants.
- **risk aversion**—in potential attendees leading to the cancellation of planned attendance of events.

In the first instance, event cancellations will drive the main impact on the sector followed by the effect of official travel restrictions.

However, as restrictions are lifted and economic activity begins to return to normal levels attendee sentiment will drive the pace of recovery within the sector.

In this section of the report we consider short-term impact of the crisis on the European events and conventions sector as well as the outlook for recovery under a set of “baseline” assumptions.

These assumptions reflect our view of when it is most likely that the number of events completed resume normal levels, official travel restrictions are lifted and attendee sentiment fully recovers.

# BASELINE ASSUMPTIONS

The duration of the impact is a key determinant of the outlook. For overall business travel in Europe, our current GTS forecasts anticipate eight months of negative impact with the most severe impacts concentrated in the first four months. We also assume that as economies begin to reopen it will be in a gradual and controlled way so that any 'second wave' can be avoided; this will effect the pace of the recovery. The specific set of assumptions that we have developed for the convention sector are consistent with these forecasts.

Under our baseline we assume that all planned events scheduled in the months between March and August are cancelled across Europe. In the months of September and October there is some recovery with up to 75% of all planned events within a given month going ahead; by November, events have fully recovered. We do not envisage any events that were cancelled earlier in the year will be rescheduled to later in 2020.

Once the recovery is under way we assume that domestic participation will recover more quickly than international participation, as domestic travel restrictions are likely to be lifted sooner. In addition, there is likely to be some substitution of domestic travel for international travel.

However, for both domestic and international event participation we do anticipate some lingering negative sentiment effects. This would result in a reduction in average event attendance in 2021 and 2022 of 25% and 5% respectively, before fully recovering in 2023.

Our forecasts for the future long-run growth of the sector are based on our GTS forecasts for overall business travel for each country.

# BASELINE IMPACT OF CORONAVIRUS

## Forecast of the European convention sector

**Under our baseline total event visits in Europe are expected to fall 58% in 2020.**

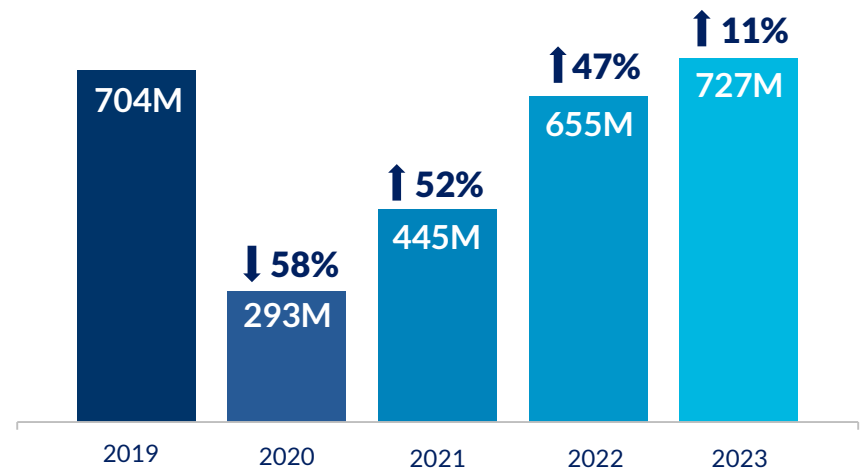
Year-on-year growth is expected to return in 2021 but lingering negative sentiment effects will mean that the bulk of the recovery will take place in 2022.

However, the cumulative growth in 2021 and 2022 is not likely to fully offset the falls of this year; it won't be until 2023 that visits fully recover to 2019 levels.

The accompanying chart shows visitation levels and year-on-year percentage growth rates between 2019 and 2023.

### Convention and event visitation levels and annual growth

Amounts in millions of visitors and year-on-year percentage growth



Source: Tourism Economics



# BASELINE IMPACT OF CORONAVIRUS

## Country visitor impacts

All major markets will experience a significant decline in visitors in 2020 but the extent of decline will vary across countries.

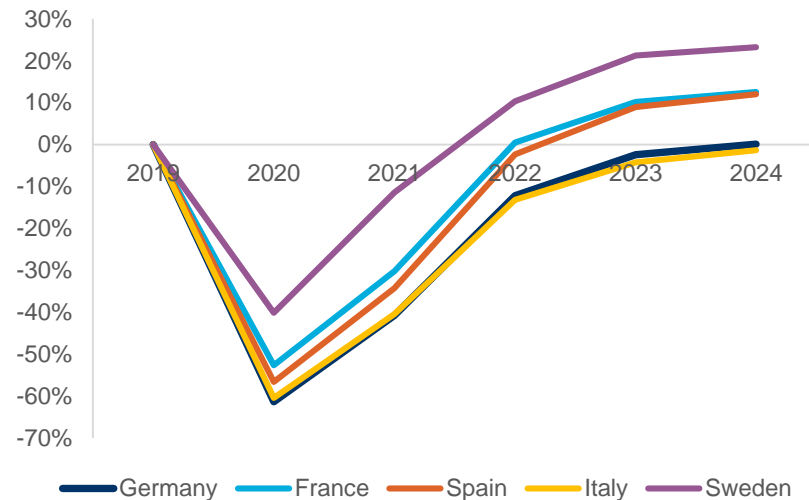
The biggest loss will occur in Germany which is forecast to experience a decline in year-on-year growth of 61% in 2020.

Italy and Spain are the next most heavily impacted countries, declining 60% and 57% respectively in 2020. This is followed by France which is forecast to decline 53%.

Sweden is forecast to decline 40% in 2020, this relatively smaller decline is due to the comparatively more relaxed restrictions that the Swedish Government has imposed to stop the spread of the virus.

## Visitor growth in key markets, 2019-2024

Amounts in percentage change in visitation since 2019



Source: Tourism Economics

\*This chart shows the percentage change in visitation of key markets relative to 2019 levels. For example, the figure for Spain in 2021 indicates that visitor volumes will be 34% smaller in Spain in 2021 compared to what they were in 2019.

# BASELINE IMPACT OF CORONAVIRUS

Domestic and international spending impacts

**In 2020, overall spending is forecast to fall by €55 billion relative to 2019 levels.**

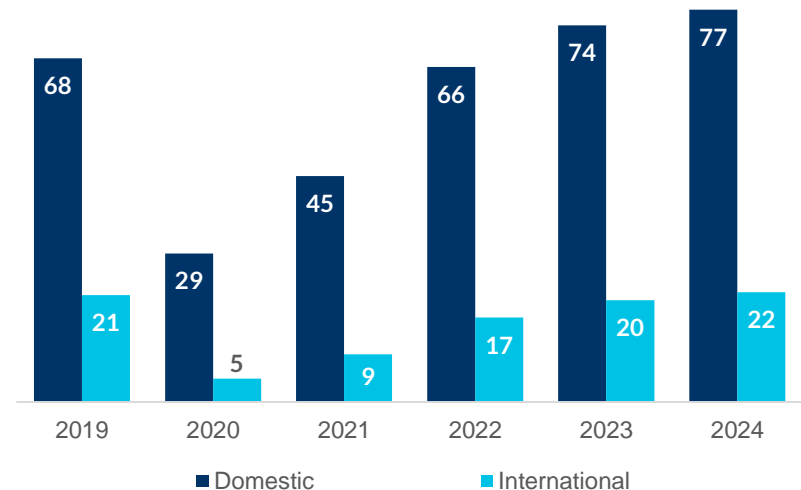
Spending by domestic attendees comprises the majority of total spending and accounts for around 70% of lost spending across the whole of Europe.

However, in year-on-year percentage terms, international spending will decline by a greater amount with international spending declining 78% in 2020 compared to a decline of 57% in domestic spending.

Domestic spending is forecast to recover at a faster pace than international spending as domestic travel restrictions are likely to be lifted sooner and there is likely to be some substitution of domestic travel for international travel.

## Convention and event spending levels in Europe

Amounts in billions of euros



Source: Tourism Economics

# BASELINE IMPACT OF CORONAVIRUS

## Country spending impacts

In 2020 attendee spending in Germany, France, Spain, Sweden and Italy will be down €30 billion collectively, relative to 2019 levels.

This accounts for over 50% of all lost event spending across the whole of Europe.

Individually, spending in Germany, France and Spain are forecast to have recovered to 2019 levels by 2023. In Sweden the recovery is forecast to occur a year earlier, in Italy it is a year later.

## European convention and event visitor spending levels

Amounts in billions of current euros

	2019	2020	2021	2022	2023	2024
<b>Total visitor spending</b>	<b>€ 89.0</b>	<b>€ 33.7</b>	<b>€ 53.8</b>	<b>€ 82.3</b>	<b>€ 93.6</b>	<b>€ 97.9</b>
Germany	€ 26.6	€ 10.2	€ 15.9	€ 24.0	€ 27.2	€ 28.5
France	€ 9.3	€ 3.7	€ 5.8	€ 8.9	€ 10.1	€ 10.6
Spain	€ 4.8	€ 1.9	€ 3.0	€ 4.6	€ 5.3	€ 5.5
Italy	€ 4.5	€ 1.5	€ 2.4	€ 3.7	€ 4.1	€ 4.3
Sweden	€ 3.3	€ 1.4	€ 2.4	€ 3.6	€ 4.0	€ 4.0

Source: Tourism Economics

# SCENARIOS

# SCENARIOS

There is a high level of uncertainty around how this crisis will continue to unfold over the coming months. In particular, it is not known for how long travel restrictions and lockdown measures will continue to be in place. However, the longer they are in place the more pronounced the impact on conventions and events will be.

To take this uncertainty into account we have developed two alternative scenarios, to be considered alongside our baseline, to reflect the possible range of outcomes from this crisis.

Our first scenario considers what the impact on the convention sector would be if the channels of negative impact were far more prolonged than is currently anticipated.

Under this scenario, we assume that all planned events scheduled in the months between March and August are cancelled across Europe. In the months of September and October 25% of all planned events are completed; for the remainder of the year up to 75% of planned events are completed within a given month.

In 2021 we assume that some government restrictions on the size of gatherings continue to be in place. This will slow the recovery of events for this year, particularly large-scale international ones.

Once the restrictions are lifted some negative sentiment amongst potential attendees will remain resulting in a reduction in average event attendance in 2022 and 2023 of 25% and 10% respectively, before fully recovering in 2024. Hereafter we refer to this scenario as our “**downside**” scenario.

# SCENARIOS

Our second scenario considers the impacts if this crisis is brought under control in the next few months, with the majority of restrictions being lifted shortly after.

Under this scenario we assume that only planned events in the months of March, April and May are cancelled across Europe. In June the recovery begins with 25% of all planned events going ahead, this continues into July before increasing to 75% of all planned events in August. From September onwards all planned events are completed and a number of events that were cancelled earlier in the year are rescheduled for this period.

In this scenario there is also limited negative sentiment in the years immediately after the crisis. We assume that average event attendance is down 10% in 2022, but fully recovers in 2023. Hereafter we refer to this scenario as our “**upside**” scenario.

The final step in this section was to compare the baseline, downside and upside scenarios with a pre-crisis forecast (or **counterfactual scenario**). This forecast shows the impact of the sector in future years if there was no crisis. Using this as a comparison gives a sense of the loss of visitors and spend for each year under each scenario and what potential implications the crisis may have for the long-term growth of the sector.

***Note: at the time of writing, evidence of large negative economic impacts across Europe is beginning to emerge and indications from governments across Europe are that the easing of lockdown measures will be very gradual and travel restrictions are to remain in force. These developments indicate that our downside scenario is looking increasingly likely, although our baseline remains our most likely scenario.***

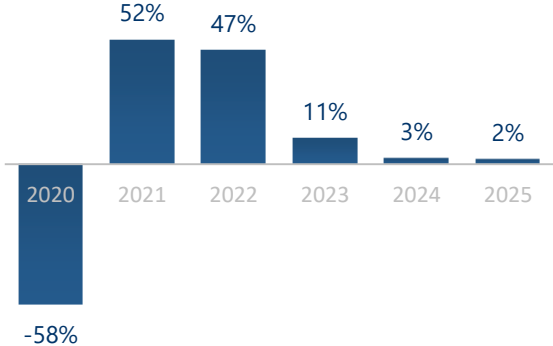
# SCENARIO RESULTS

## Year-on-year growth rates for visitors

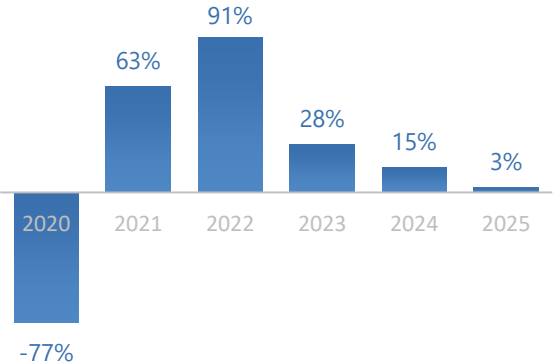
Alternative forecasts indicate that business convention tourism will fall between 36% and 77% in 2020.

This is equivalent to between 253 million and 544 million fewer visitors relative to 2019 levels.

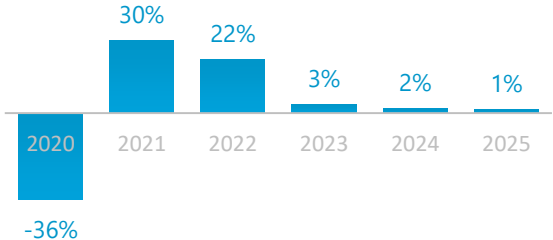
Baseline visitor growth



Downside visitor growth



Upside visitor growth



# SCENARIO RESULTS

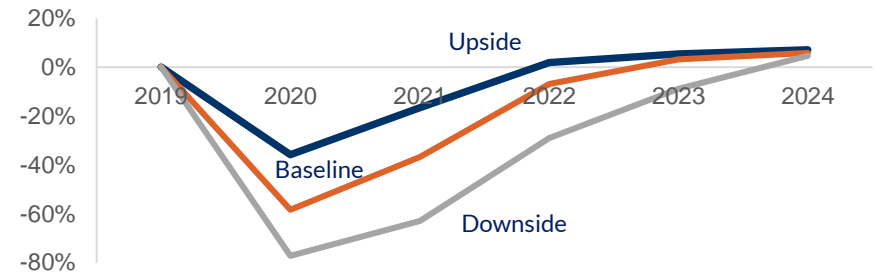
For visitation and spending growth

**Under the upside scenario the recovery would be sharp and v-shaped; under the downside scenario the recovery will be more prolonged and u-shaped.**

Attendee levels are expected to fully recover by 2022 under the upside scenario. However, for the downside scenario the scale of the initial decline and short-term drop in event attendance imply that full recovery will not occur until 2024.

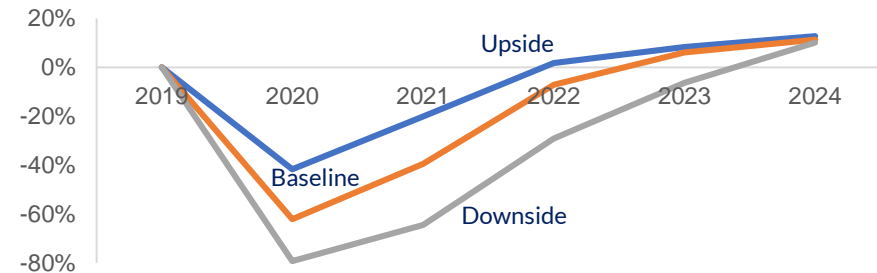
## Convention and event visitation growth

Amounts in percentage change in visitation since 2019



## Convention and event visitor spending growth

Amounts in percentage change in spending since 2019



Source: Tourism Economics



# SCENARIO RESULTS

## Counterfactual comparison

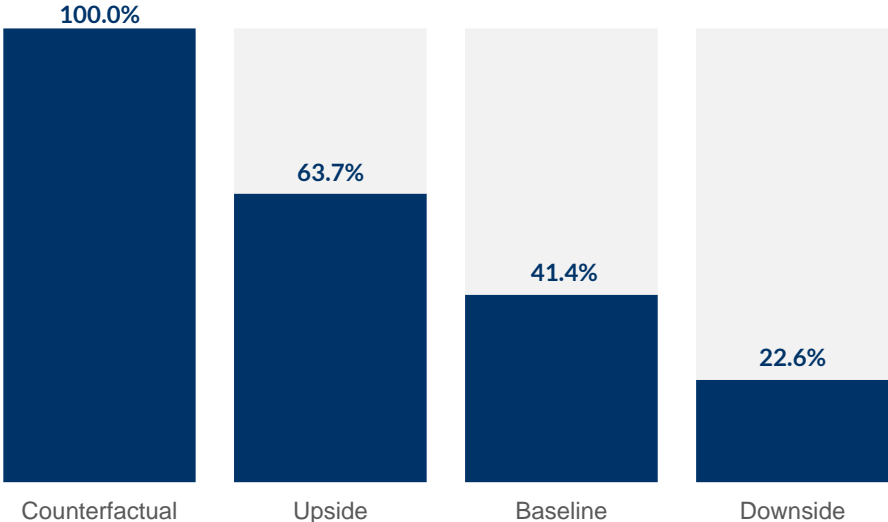
Scenarios indicate that there could be between 257 and 549 million fewer visitors in 2020 as a result of this crisis.

Comparing our three scenarios to a counterfactual forecast (i.e. a forecast that shows the impact of the sector in future years if there was no crisis) allows us to determine the full potential loss of visits in a given year for the European convention sector.

Under the upside scenario, visitors are estimated to be 36% lower in 2020 relative to the counterfactual forecast. This increases to between 59% and 77% lower under the baseline and downside scenarios.

### Convention and event attendees in Europe in 2020

Percentage of visits relative to the pre-crisis (counterfactual) scenario



Source: Tourism Economics

\*This charts shows the proportion of counterfactual visitation levels that will be achieved under each of the scenarios in 2020.

# SCENARIO RESULTS

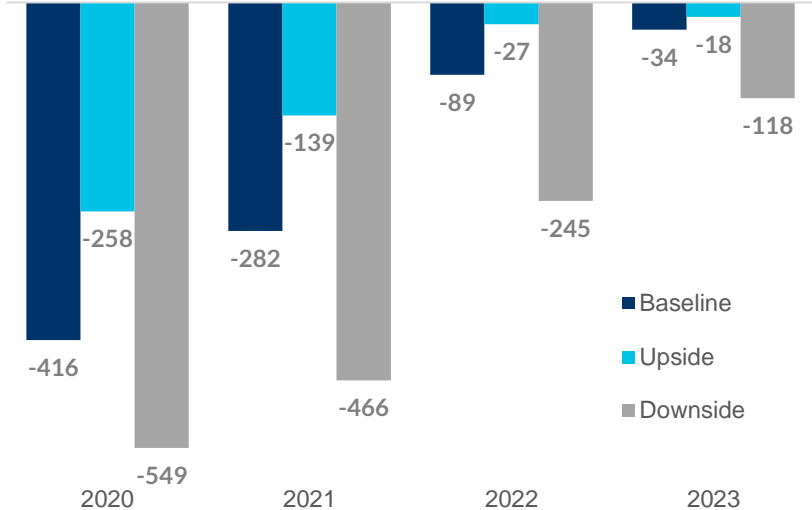
## Counterfactual comparison

Under all scenarios visitor numbers will not recover to pre-crisis forecast levels as our current GTS forecast anticipates that this crisis has caused a permanent shift travel activity.

Over the long-term scenarios will remain around 5% below our pre-crisis forecast. Both baseline and upside scenarios will have recovered to these lower steady state levels by 2023. However, the downside scenario remains 16% below counterfactual levels at this point.

### Convention and event attendance in Europe

Visitors relative to a counterfactual scenario, millions



Source: Tourism Economics

# APPENDICES

# APPENDIX 1: DATA SOURCES

# APPENDIX 1

## Data sources and methods of estimation of Strategic Alliance members

The main challenge when undertaking analysis of the impact of coronavirus on the convention sector across selected countries within Europe was the lack of a single and consistent historic dataset.

While certain data sources provide information for some countries, none cover all 26 members of the Strategic Alliance. We sought to identify the best available sources of data for each country. The lack of available data has meant we were forced to rely on data of variable quality, which have often been collected using different definitions and approaches.

One way to overcome such challenges is to undertake a detailed assessment on a country-by-country basis. This might involve some element of consultation with stakeholders and the use of published and unpublished data. However, such an approach is resource intensive and was outside of the scope of this project.

We have filled gaps using our GTS database and average shares to impute values (see slide 8 for further details). Even where high-quality data does exist, time series are typically short and so some form of estimation was necessary for each country.

The combined effect of these challenges means that the final dataset contains a degree of uncertainty which is unavoidable when bringing together information from different sources and applying estimation techniques. This means that the historic and forecast estimates of convention sector should be treated with a degree of caution.

# APPENDIX 1

## Data sources and methods of estimation of Strategic Alliance members

Data provided by the **Strategic Alliance** was the primary source of data for country-specific participant levels and average length of stay (ALOS) estimates. However we also incorporated data from the **French Tourism Development Agency** and the **Hungarian Tourism Agency**.

Estimates on the proportion of visitors on day-visits for all countries were derived from a report on the German business travel market in 2010/2011. This report was sponsored by the Federal Ministry for Economic Affairs and Energy as well as a number of other organisations. Ideally, country-specific estimates for the day-visit share of events would have been available but it was beyond the scope of this study to source these data.

Spending per overnight stay and day-visit was sourced from Tourism Economics' Event Calculator. All remaining data gaps were estimated using aggregated data from Tourism Economics' GTS database (again, see slide 8 for further details).

Finally, estimates for international attendees were sense checked against global average data on international business trips from IPK International and the German National Tourist board.

# APPENDIX 1

## Data sources and methods of estimation of Strategic Alliance members

### Summary of the methods of estimation used for domestic participants for 2019

	Visitors		Day-visit share		ALOS		Spend per visits		Total expenditure	
	Direct figures used	Estimated	Direct estimate used	Share estimated	Direct figures used	Estimated	Specific estimate used	Europe average estimate used	Direct figures used	Estimated
Austria	✓			✓	✓		✓		✓	
Croatia		✓		✓		✓		✓		✓
Czech Republic		✓		✓		✓		✓		✓
Denmark		✓		✓	✓			✓		✓
Estonia	✓			✓	✓		✓		✓	
Finland		✓		✓		✓	✓			✓
France	✓			✓		✓	✓		✓	
Germany	✓		✓			✓	✓		✓	
Luxembourg	✓			✓	✓		✓		✓	
Netherlands		✓		✓	✓		✓			✓
Hungary	✓			✓	✓			✓	✓	
Iceland		✓		✓		✓		✓		✓
Ireland		✓		✓		✓	✓			✓
Italy	✓			✓		✓	✓		✓	

# APPENDIX 1

## Data sources and methods of estimation of Strategic Alliance members

### Summary of the methods of estimation used for domestic participants for 2019

	Visitors		Day-visit share		ALOS		Spend per visits		Total expenditure	
	Direct figures used	Estimated	Direct estimate used	Share estimated	Direct figures used	Estimated	Specific estimate used	Europe average estimate used	Direct figures used	Estimated
Montenegro		✓		✓		✓		✓		✓
Norway		✓		✓	✓			✓		✓
Poland	✓			✓		✓		✓	✓	
Portugal		✓		✓		✓	✓			✓
Latvia		✓		✓		✓	✓			✓
Scotland		✓		✓		✓		✓		✓
Serbia		✓		✓		✓		✓		✓
Slovak Republic		✓		✓		✓		✓		✓
Slovenia		✓		✓		✓	✓			✓
Spain		✓		✓		✓	✓			✓
Sweden		✓		✓	✓	✓		✓		✓
Switzerland		✓		✓		✓		✓		✓



# APPENDIX 1

## Data sources and methods of estimation of Strategic Alliance members

### Summary of the methods of estimation used for international participants in 2019

	Visitors		ALOS		Spend per visits		Total expenditure	
	Direct figures used	Estimated	Direct figures used	Estimated	Specific estimate used	Europe average estimate used	Direct figures used	Estimated
Austria	✓		✓		✓		✓	
Croatia		✓		✓		✓		✓
Czech Republic		✓		✓		✓		✓
Denmark	✓		✓			✓	✓	
Estonia	✓		✓		✓		✓	
Finland		✓		✓	✓			✓
France	✓			✓	✓		✓	
Germany	✓			✓	✓		✓	
Luxembourg	✓		✓		✓		✓	
Netherlands	✓		✓		✓		✓	
Hungary	✓		✓			✓	✓	
Iceland		✓		✓		✓		✓
Ireland				✓	✓			✓
Italy	✓			✓	✓		✓	

# APPENDIX 1

## Data sources and methods of estimation of Strategic Alliance members

### Summary of the methods of estimation used for international participants in 2019

	Visitors		ALOS		Spend per visits		Total expenditure	
	Direct figures used	Estimated	Direct figures used	Estimated	Specific estimate used	Europe average estimate used	Direct figures used	Estimated
Montenegro		✓		✓		✓		✓
Norway			✓			✓		✓
Poland	✓			✓		✓	✓	
Portugal		✓		✓	✓			✓
Latvia		✓		✓	✓			✓
Scotland		✓		✓		✓		✓
Serbia		✓		✓		✓		✓
Slovak Republic		✓		✓		✓		✓
Slovenia		✓		✓	✓			✓
Spain		✓		✓	✓			✓
Sweden		✓	✓			✓		✓
Switzerland		✓		✓		✓		✓

# About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

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