

Malcolm Bell Director South West Tourism



Britain's Most Popular Holiday Region



The Challenges

- **Gaining Agreement on which indicators are core**
- **Ensure they cover all three pillars**
- **Establishing which are practical and achievable**
- **Can procedures be developed for those that do not exist yet**
- **Gaining partners to pilot**
- **Evaluating application and results etc**



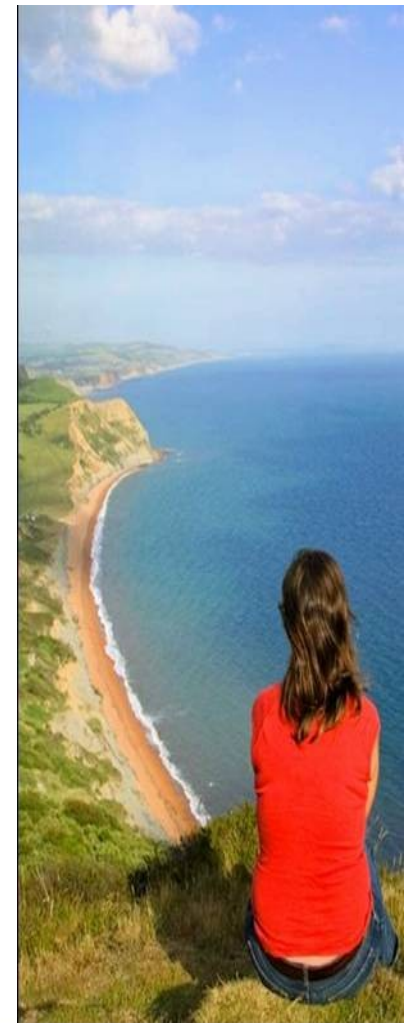
The Prize

- **To set Destination level targets**
- **Use for Regional/National Bodies**
- **A Benchmarking system**
- **Measuring progress**
- **Trend analysis possible**
- **Assist in the justification of public investment in tourism management**
- **Plus**



Sources of Data

- Official Statistics/sources
- Visitor Surveys
- Business Surveys
- Host Community Surveys
- New techniques



Next Steps

- Finalise the list with the TSG in October 2009
- Produce final list for presentation at the Euro meeting in Florence in early Nov 2009
- Utilise the EDEN network to pilot the use of the indicators



Malcolm Bell
Director
South West Tourism



mbell@swtourism.org.uk

