TOURISM DATA AND TRENDS IN ESTONIA:

REAL-TIME ECONOMY

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Tourism data challenges …

data quality and timeliness issues

administrative burden

excessive loss of time and money
REAL-TIME ECONOMY CONCEPT

Business environment where business data is exchanged between businesses and governmental organisations in digital and standardised way for fastening the supply chains, business processes and interaction with government- reporting, statistics etc.

Businesses can focus on urgent business matters, on things that really make value for the company and increase productivity, instead of dealing with various time-consuming administrative activities.

NB! All business data belong to the entrepreneur and their sharing is only done with the entrepreneur’s consent.
LESS EFFORT, MORE RESULTS


e-receipt (2025)  eCMR (2025)
e-invoice (2023)  product and service information standardisation (2027)

international cooperation  new ideas
HOW CAN WE PROVIDE EXTRA VALUE ON TOURISM DATA?
WHAT CAN WE CAN DO WITH THE DATA?

- Submit data, not reports – automatically on the right time!
- Common cross-agency approach and taxonomy
- Active public and private sector cooperation

Key elements:
- Unified and standardised taxonomy - no standard chart of accounts. More than 20 agencies involved!
- Estonia has over 420 mandatory reports with approx 60 000 data fields! Pilot standardisation shows almost 90% might be duplicated!
- Support measures and trainings for SMEs starting 2023

Work in progress. Tourism-related projects:
- Annual report + ESG
- Sustainability Reporting (ESG taxonomy): water, waste, air, package, fuel, etc
- VAT and other tax declarations
- Statistics – accommodation
DATA-DRIVEN BUSINESS DECISIONS
THANK YOU!