



SESSION 6: MEASURING THE SHARING ECONOMY

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OECD Tourism Trends and Policies chapter on “Policies for the tourism sharing economy”

→ Limited data available

- Impact and level of penetration of sharing economy in delivering tourism services varies by country and sub-sector
- Number of studies are helping fill the knowledge gap
- These focus mainly on accommodation, and are based on growth, size and concentration of platform listings
 - e.g. French Ministry of Economy, Industry and Digital Affairs, Greece Chamber of Hotels, Exceltur, Bocconi University
- Some countries (e.g. Colombia) are looking at potential ways to measure the impact using the TSA



OECD Tourism Trends and Policies chapter on “Policies for the tourism sharing economy”

→ towards an evidence based policy agenda

- Availability of robust, credible data is an important constraint on forward looking policy making
 - e.g. economic growth, taxation, regulation, consumer protection
- Challenging to draw meaningful trends from impartial data sources, and more work is needed to
 - Capture the volume and value in official tourism statistics
 - Demonstrate the economic impact (e.g. GDP, number of transactions, number FTE positions created/eliminated/affected)
 - Assess how the tourism sharing economy is growing the economic pie, or redistributing it differently
- Potential exists to work closely with platforms, which hold a huge amount of data