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## Moving beyond economic indicators

Ronald Sanabria

GSTC Summit. Maun, Botswana. Dec. 2018

Hotel has  
**3**  
rooms.



April has **30**  
days.  
3 guests  
staying for  
**15** days



Room  
Occupancy  
of **50%**

# Room/Night

Room Occupancy -VS- Bed Occupancy



# Bed/Night

Bed  
Occupancy of  
**25%**

Each  
room has  
**2**  
beds



**3** rooms  
**×** **2** beds per room  
**6** total beds

April has  
**30**  
days.

**3** guests  
staying for  
**15** days



TRAFFIC & SPEND



TOP 10 STATES BY VISITORS



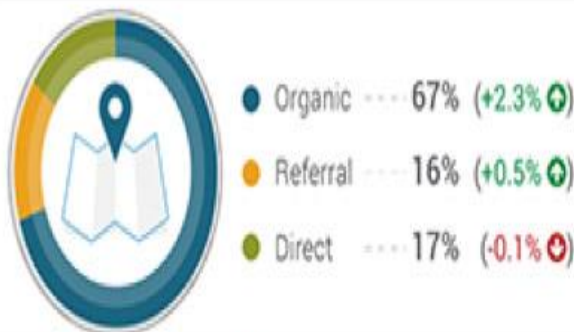
SPEND BY INDUSTRY



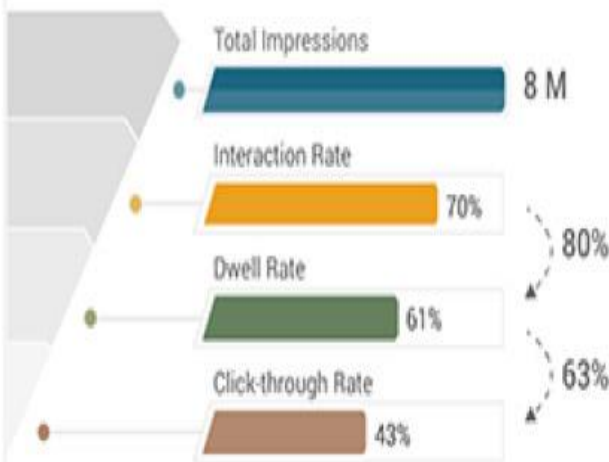
WEBSITE VISITORS



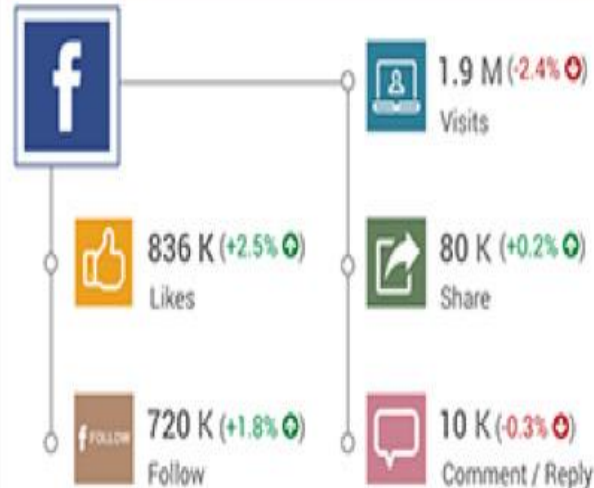
HOW DID PEOPLE FIND US



ONLINE ADVERTISEMENT CONVERSIONS



FACEBOOK



# Mexico Celebrates Position as Global Tourism Star

DESTINATION & TOURISM | MEXICO TOURISM BOARD | MONICA POLING | MAY 30, 2018



PHOTO: Los Arcos, Cabo San Lucas, Mexico, (Photo courtesy of sorincolac / iStock / Getty Images Plus)

In 2017, Mexico surpassed Germany, the United Kingdom and Turkey to become the sixth-most visited destination in the world. International visitor spending during that same period reached \$21.3 billion, also a record for the nation.

"We are very proud of having reached, for the first time in our history, the sixth-most-visited country in the world," said Mexico Tourism Secretary Enrique de la Madrid speaking to an audience of travel agents during a Travel Corporation webinar.

The numbers are growing at a dizzying rate. From 2013 through 2017,



| Celebrating 40 Million Florida Customers

BY SUNSEEKER STAFF

EVENTS, FLORIDA

**Hip, Hip, Hooray! 40 million Florida customers!**



## WORLD'S TOP TOURISM ARRIVALS 2017



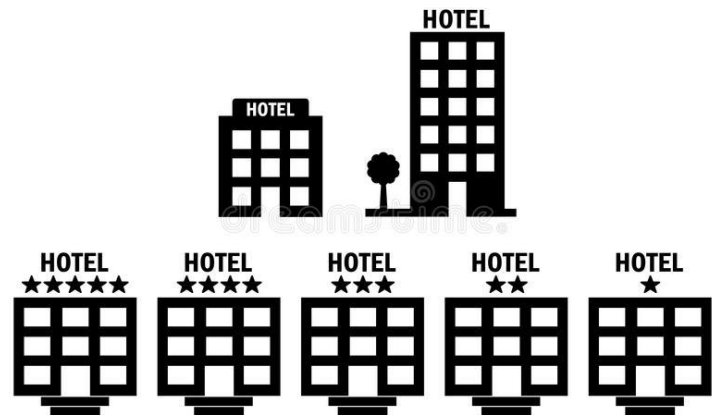
<sup>1</sup> Arrival data for the United States refers to 2016, while the growth rate refers to the first 9 months of 2017 only as data for full year is not yet available

# Which scenario do you prefer?

90% Occupancy



50% Occupancy



Which scenario do you prefer?



# Which scenario do you prefer?



Which scenario do you prefer?





# The Washington Post

## Detouring

Top world destinations are overrun. Take our suggestions for roads not taken.





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## **THE TOURISM WE WANT**

**The Kasane Call to Action  
on Sustainable Consumption  
and Production**

Source: [One Planet](#) – Sustainable Tourism Programme

# THE TOURISM WE WANT

## The Kasane Call to Action on Sustainable Consumption and Production

### OUR CALL TO ACTION

enhance the sustainable development impacts of the tourism sector by 2030, by developing, promoting and scaling up sustainable consumption and production practices that boost efficient use of natural resources while producing less waste and addressing the challenges of climate change and biodiversity.



#### LEAD

the creation of necessary conditions for SCP in tourism



#### INNOVATE

to accelerate the adoption of SCP practices in tourism



#### FINANCE

a shift towards SCP in tourism



#### EMPOWER

stakeholders to scale-up SCP practices in tourism

TO HELP  
ACHIEVE:



WE COMMIT TO 'LIFE'



LEAD



INNOVATE



FINANCE



EMPOWER

AS GUARDIANS OF:



NATURE



CLIMATE



WATER



NO-WASTE



COMMUNITIES

### WHO IS IT FOR?



Governmental agencies



Financial institutions & donors



Private sector



Communicators and media



International organizations



Non-governmental, grassroots & other civil society organizations



Academic institutions



Travellers



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## THE TOURISM WE WANT

- **154** recommended actions for different stakeholders
- **43** recommended actions for travelers

*“Using credible scientific methods, data, and tools encompassing economic, environmental and social approaches for sustainable development in tourism planning, which can help stakeholders understand their environmental and socio-cultural impacts.”*

# Social Progress Index (SPI)

## Basic Human Needs

### Nutrition & Basic Medical Care

*Do people have enough food to eat and are they receiving basic medical care?*



### Water & Sanitation

*Can people drink water and keep themselves clean without getting sick?*



### Shelter

*Do people have adequate housing with basic utilities?*



### Personal Safety

*Do people feel safe?*



## Foundations of Wellbeing

### Access to Basic Knowledge

*Do people have access to an educational foundation?*



### Access to Information & Communications

*Can people freely access ideas and information from anywhere in the world?*



### Health & Wellness

*Do people live long and healthy lives?*



### Environmental Quality

*Is this society using its resources so they will be available to future generations?*



## Opportunity

### Personal Rights

*Are people's rights as individuals protected?*



### Personal Freedom & Choice

*Are people free to make their own life choices?*



### Inclusiveness

*Is no one excluded from the opportunity to be a contributing member of society?*



### Access to Advanced Education

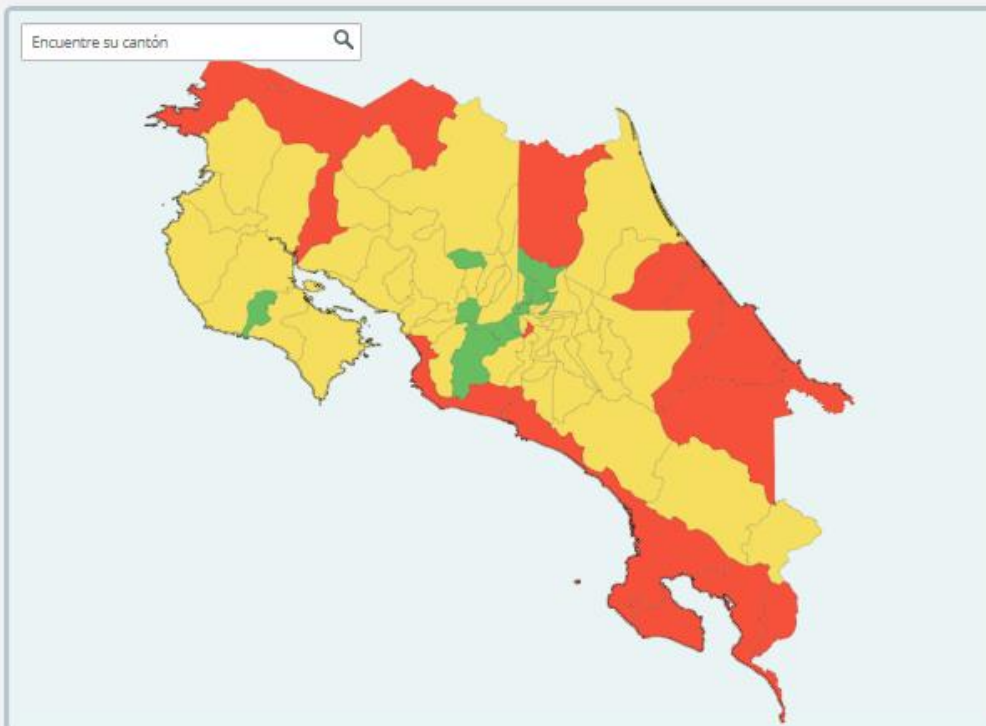
*Do people have the opportunity to access the world's most advanced knowledge?*



# Costa Rica becomes the first country to measure the Social Progress Index in Tourist Centers

## Costa Rica Propone

Esta plataforma permite identificar las prioridades que hay que atender para hacer de nuestros cantones, espacios de innovación social; con sociedades más inclusivas, competitivas, seguras, sostenibles y resilientes.

[INICIO](#)[RANKING](#)[ACERCA DEL IPS](#)[IMPLEMENTACIÓN](#)[ALIANZAS](#)[CONTACTO](#)[DESCARGAR DATASET COMPLETO](#)





## Quepos

Provincia: Puntarenas

Índice del Progreso Social: 68.59

Ranking: 69

[Ver Índice del Cantón](#)

### Dimensiones

71.67	69.51	64.59
<b>Necesidades Humanas Básicas</b>	<b>Fundamentos del Bienestar</b>	<b>Oportunidades</b>

### Componentes

#### Mejor desempeño en:

- 84.34 Libertad Personal y de Elección
- 77.93 Salud y Bienestar
- 55.53 Sustentabilidad del Ecosistema

#### Peor desempeño en:

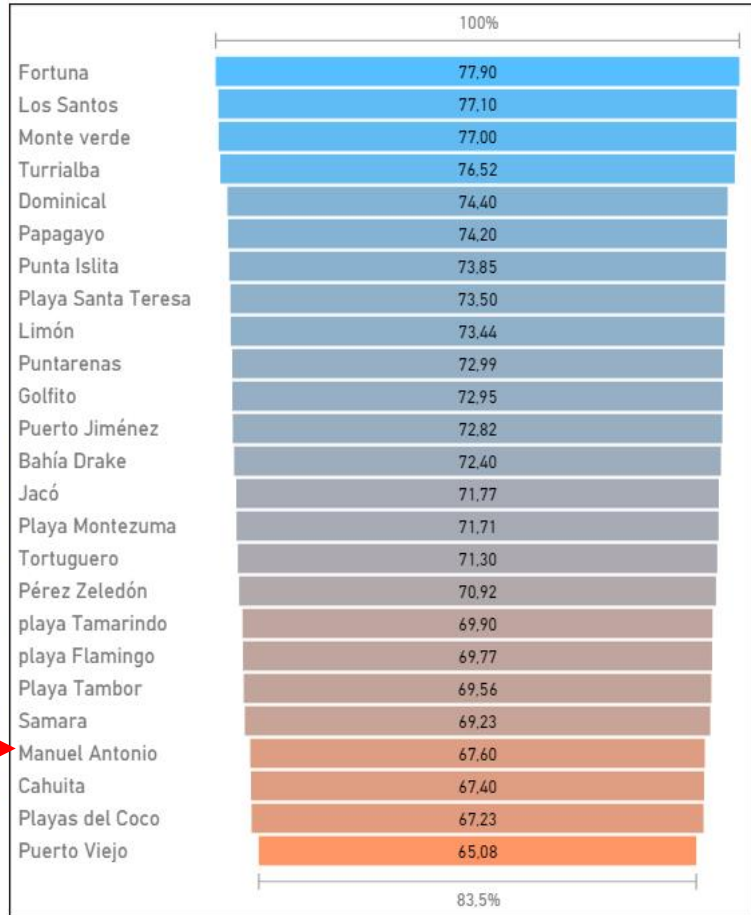
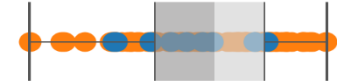
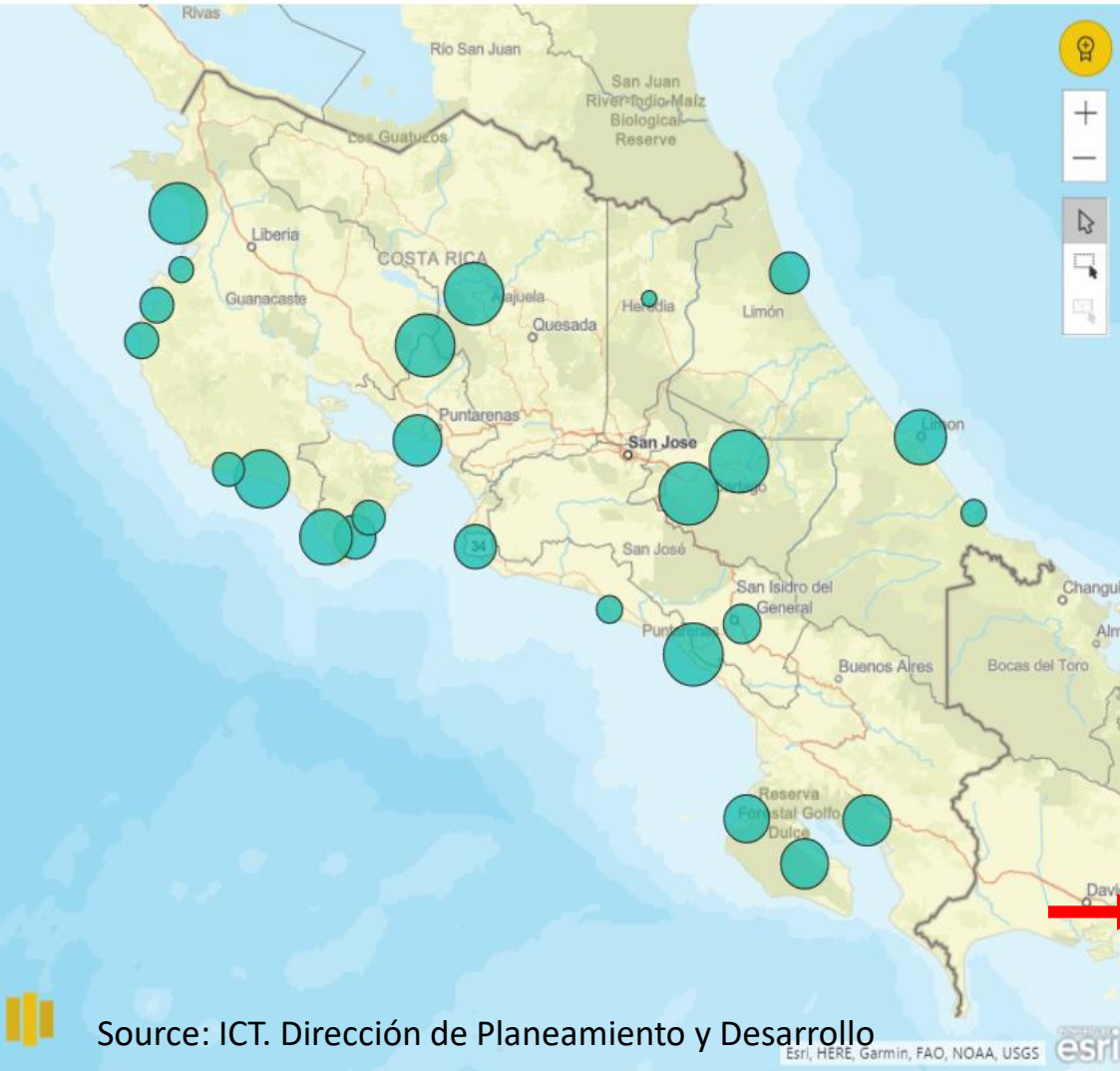
- 56.42 Derechos Personales
- 84.76 Agua y Saneamiento
- 47.28 Seguridad Personal

[Ver Índice del Cantón](#)





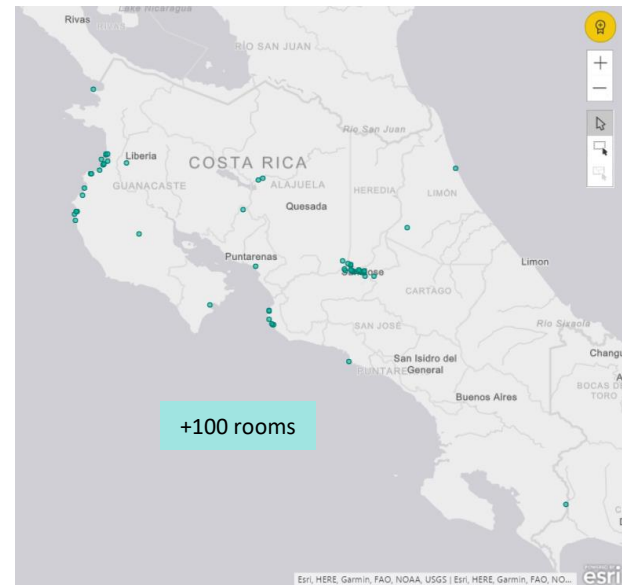
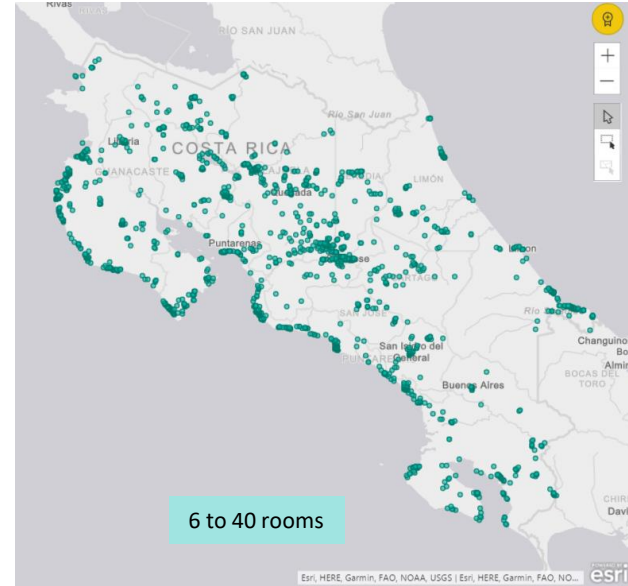
# SPIs for Tourism Development Centers



Source: ICT. Dirección de Planeamiento y Desarrollo

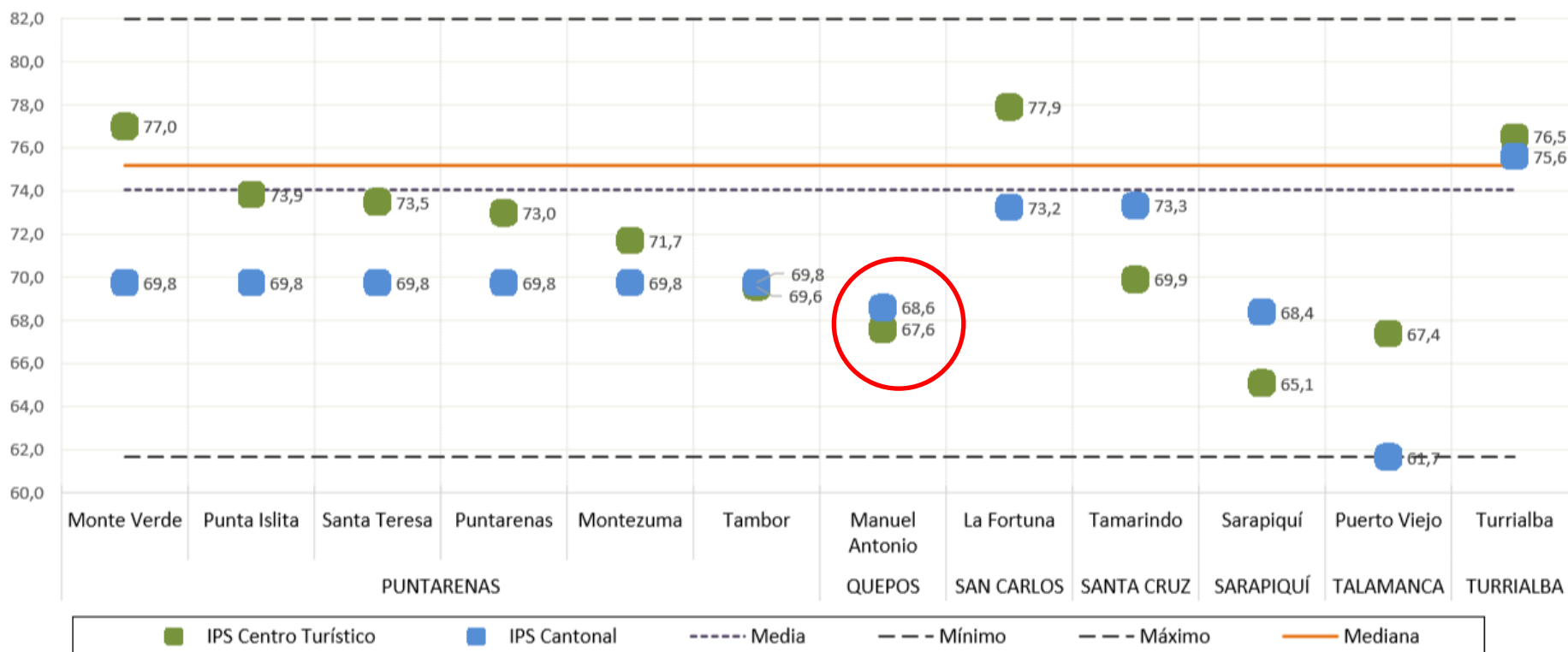


# Spatial distribution of rooms



Source: ICT. Dirección de Planeamiento y Desarrollo

# Comparison of the social progress indices in the canton and the tourist center



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**JOIN US!**

<http://goo.gl/juiw49>



For further information, please contact  
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