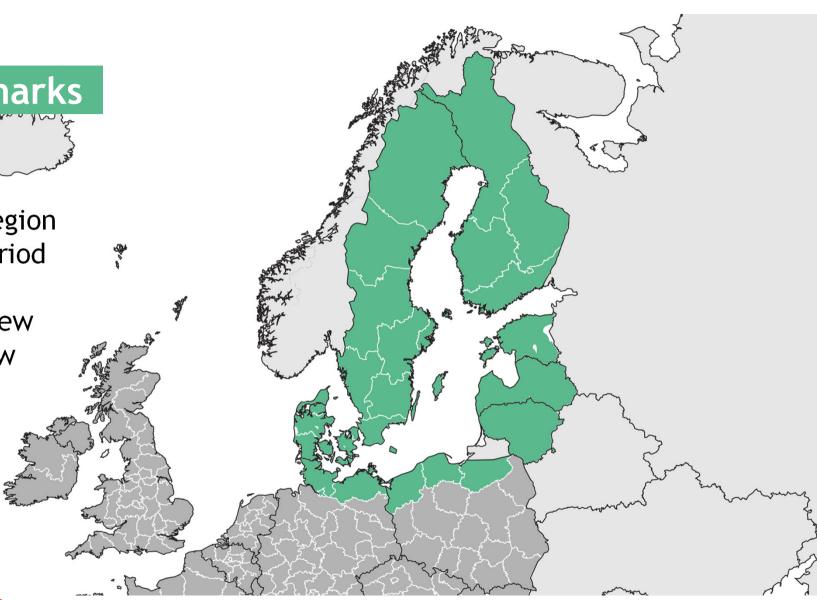
Seeing what is now and seeing what is next: BSTC Tourism Market Monitor[®] & BSTC Tourism Trend Radar[®]

Björn P. Jacobsen | Tjark Schlegel | Christopher Blanck





- The Baltic Sea Region
- The reporting period
- A quantitative view
- A qualitative view
- The status quo
- The future





Seeing what is now: BSTC Tourism Market Monitor®

ECONOMIC IMPACT





DEPENDING ON THE REGION BETWEEN **1.9% AND 4.6%** IS THE TOURISM'S DIRECT CONTRIBUTION TO GROSS DOMESTIC PRODUCT



GUESTS 225 MILLION OVERNIGHTS ▲12.2% (CAGR 3.9%)

56 MILLION INTERNATIONAL OVERNIGHTS ▲15.5% (CAGR 4.9%)



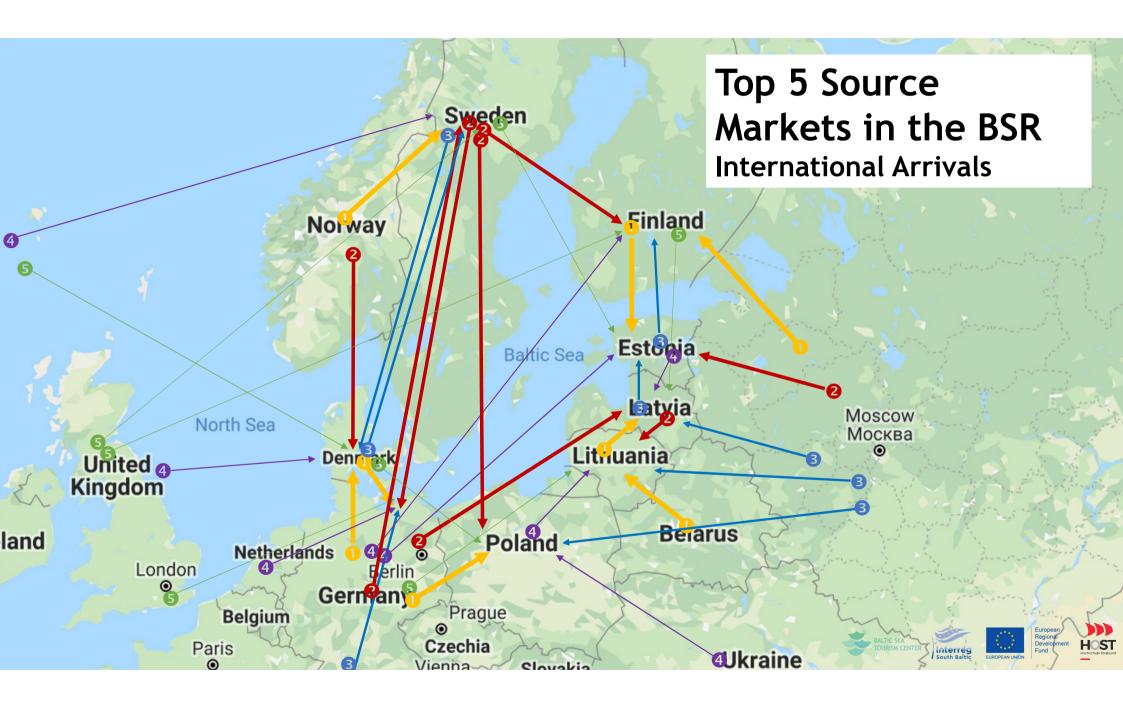


86 MILLION ARRIVALS ▲ 14.2% (CAGR 4.5%)

TOP 1 INTERNATIONAL SOURCE MARKETS

DEPENDING ON THE BSR DESTINATION GERMANY, RUSSIA, FINLAND, NORWAY & BELARUS IS THE TOP 1 INTERNATIONAL SOURCE MARKET





Comparing BSR Destinations

Key Performance Indicator	DK	EST	FIN	D¹	LV	LT	PL ²	S
Number of tourist arrivals (mio.)	4	6	8	0	8	0	0	0
Number of overnights (mio.)	6	7	6	0	8	6	4	0
Intern. overnights (% of total)	4	0	6	8	0	8	0	6
Employment tourism industry (% of total)	6	€	0	0	0	8	0	4
Tourism sector GDP (% of total)	4	0	6	0	0	7	na	8
Travel and Tourism Competitiveness Index	0	4	€	na	6	0	na	0

Note: 2017 data

(1): German Provinces ("Länder") Hamburg, Mecklenburg-Vorpommern and Schleswig-Holstein;

(2): Polish Regions Zachodniopomorskie, Pomorskie and Warmińsko-Mazurskie



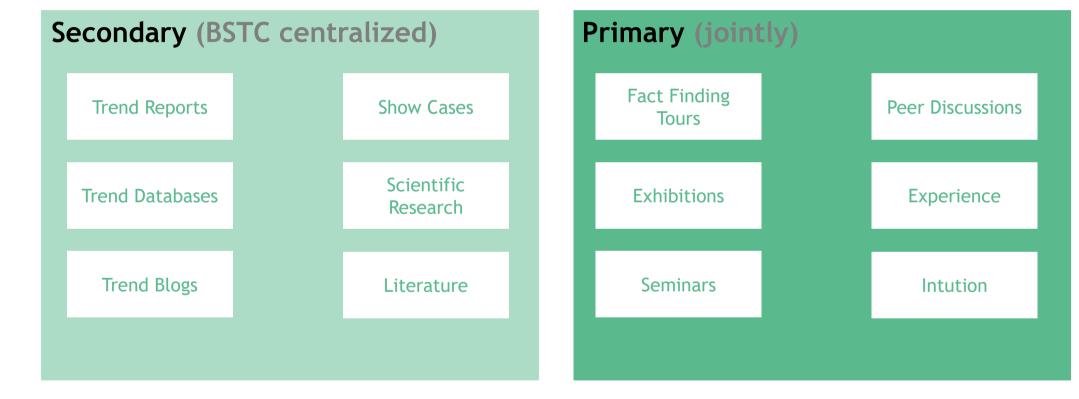
Seeing what is next: BSTC Tourism Trend Radar®

"tourism trends" 410,000 "tourism trend report" 3,880 "tourism foresight" 749 Source: google 22.10.2019





Collecting Trend Data - TTR Approach **Sources**





Collecting Trend Data - TTR Structure From Signals to Trends

O Signal

"Something" that might have an effect on the business.

An observation or a market signal. Or perhaps just a piece of intriguing news.

9 Signal Clusters

Signals need sense-making work.

"Signal cluster" are used to group signals together for signs of phenomena or emerging trends.

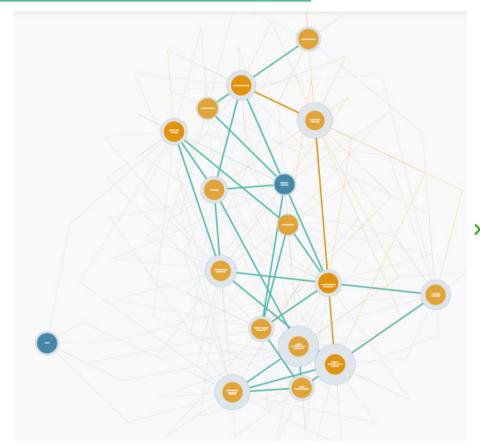
Trends

"Trends" are more analyzed summaries.

Automated suggestions based on text and tags will help to find (new) relations and ideas.



Analyzing Trend Data From Trends to Foresight





Experience economy

🐉 Björn P. Jacobsen

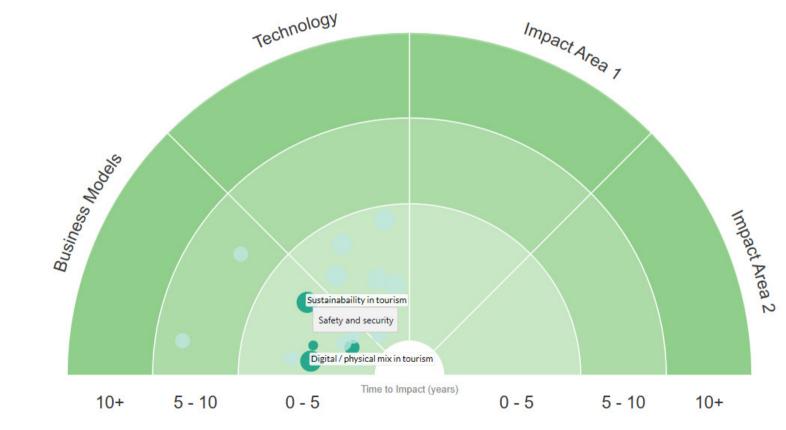
Looking back on the development of modern economies, analysts have defined different phases economies have come through within the last decades. Thus, different types of economies have been described such as the agrarian economy, industrial economy and the service economy.

The most recent type of economy that was described by scientists is the "experience economy". An economy that does not focus on the product itself but on the experience it creates.

Open full content

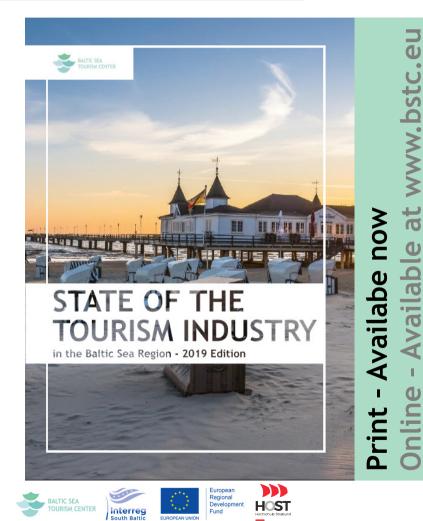


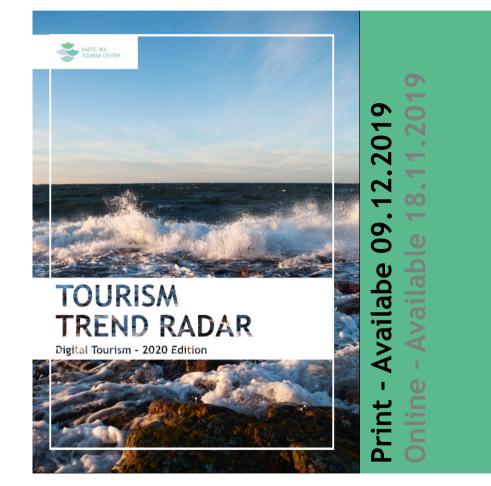
Analyzing Trend Data From Foresight to Insight





Welcome back ...





Seeing what is now and seeing what is next: BSTC Tourism Market Monitor[®] & BSTC Tourism Trend Radar[®]

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