

# 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.

**Real-Time Economy**



# LESS EFFORT, MORE RESULTS



B2G: data-based reporting (2025)



G2B and B2B business data sharing (2027)



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



B2G data-driven reporting

# DATA-DRIVEN BUSINESS DECISIONS



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THANK YOU!



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