



## THE MALTA DECLARATION ON THE ROLE OF MARKET INTELLIGENCE IN THE DEVELOPMENT OF EUROPEAN TOURISM

Market intelligence is vital to the successful development of tourism worldwide, being the bedrock on which all effective marketing is based. It is a core competence of the European Travel Commission (ETC), adding value by transforming market data and information into a market knowledge management system.

Through its Market Intelligence Group, ETC has been at the forefront of tourism market research in Europe for 20 years. To mark this important anniversary, ETC declared 2006 the *Year of Market Intelligence*. ETC, in its drive to make market intelligence part of its 'culture' as a knowledge agency for tourism markets and marketing, provides market intelligence services to support its member NTOs.

### WE, THE MEMBERS OF THE EUROPEAN TRAVEL COMMISSION,

**Drawing attention** to the erosion of Europe's share of the global tourism market;

**Recognising** the role of market intelligence in halting and reversing the loss of market share;

**Acknowledging** that tourism is an information business and that, as part of the information society, it is also a social phenomenon which is transforming the online marketplace;

**Emphasising** the importance of pan-European co-operation in maximizing the quality and relevance of market intelligence, and

**Highlighting** ETC's long-standing commitment to make its market intelligence available to the European tourism industry;

**Recalling** the Vienna Declaration on the Future of European Tourism

**Call on European and international institutions, national governments, regional and local authorities and tourism's private sector to work with ETC in developing a collaborative approach to market intelligence that will allow Europe to respond dynamically and successfully to the challenges of international tourism in the 21st century;**

**Encouraging** the spirit of collaboration within a competitive marketplace;

**Integrating and defining** the role of market intelligence within marketing;

**Communicating** market intelligence throughout Europe's tourism industry, in both the private and public sectors, and making full and imaginative use of new technologies in doing so;

**Developing** the statistical framework and methods necessary to assess performance and to plan for the future, including Tourism Satellite Accounting (TSA) and the delivery of accurate and effective forecasting;

**Developing** the know-how and expertise needed to respond to long- and short-term changes in demand, such as those following demographic and employment structure, or resulting from terrorism, armed conflict and natural catastrophes;

**Promoting** benchmarking and the exchange of best practice;

**Undertake to:**

**Provide** a platform for the exchange of statistics, market intelligence and best-practice techniques and methodologies;

**Produce** insights into tourism market trends for established and emerging markets;

**Encourage** the harmonization of quality standards in data collection and provision and support the development of accepted worldwide standards for Tourism Satellite Accounting (TSA);

**Co-ordinate** intelligence on crisis response to facilitate timely, corrective action;

**Strengthen further** our partnerships and dialogue with the international and European organizations representing the tourism industry;

**Highlight** the critical role played by national tourism organizations in raising the profile and importance of market intelligence in their own countries, and in the development of national tourism economies.

Malta, 4 October 2006