



Measuring Sustainable Tourism

Indicator Addition Proposal for Target 8.9

15th IAEG-SDG Meeting
21 October 2024

UN Statistical Commission decisions

- **2021:** Encouraged the IAEG-SDGs *“to continue to implement and refine indicators, and requested the Group to work with relevant custodian agencies to develop and test a methodology for indicators on sustainable tourism, in preparation for submission at the 2025 comprehensive review, as this indicator is of particular importance to the least developed countries, landlocked least developed countries and small island developing States.”*
- **2022:** Asked the IAEG-SDGs *“to work in close coordination with the custodian agency on a proposal for indicators on sustainable tourism to better monitor target 8.9 and report on progress on this to the Commission at its fifty-fourth session.”*
- **2023:** *“Welcomed the establishment of a task team on sustainable tourism to develop a detailed proposal for better monitoring of target 8.9 to be ready for submission to the 2025 comprehensive review...”*
- **2024:** *“Expressed its appreciation for the progress made by the working groups on geospatial information and the Statistical Data and Metadata Exchange and the task team on sustainable tourism.”*

Task Team on Sustainable Tourism

- **Background:** Created by the IAEG-SDGs in September 2023; membership made up of 13 countries and five international and regional organizations with UNSD as secretariat.
- Three meetings in 2022 and 2023:
 1. First meeting: Discussions on the ToR, presentations by UN Tourism and a background paper, and review of the draft workplan and timeline
 2. Second meeting: Information on the 2025 comprehensive review process, discussions on potential indicators for Target 8.9 and the definition of "sustainable tourism," and a roundtable on next steps.
 3. Third meeting: A presentation by UN Tourism on proposed indicators and a Q&A session with members.
- **Outcome:** UN Tourism developed a proposal for a new indicator ("Employed persons in the tourism industries") for the 2025 comprehensive review

Proposal

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Proposed addition: Employed persons in the tourism industries

ADDITION


Submitter: UN Tourism

Rationales:

- Covers a crucial aspect of the SDG target 8.9 currently not monitored—employment.
- Employment in tourism industries sustains livelihoods and helps preserve local culture, especially in developing countries and SIDS.
- Existence of internationally agreed methodologies and significant data coverage.

Methodology: 

Metadata: 

40% data: 

Custodian: 

THANK YOU!

