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EUROPEAN PROVISION OF REGIONAL IMPACTS
ASSESSMENTS ON SEASONAL AND DECADAL TIMESCALES

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WP 12 Workshop on Climate services providers and users' needs

Bridging the gap between providers of S2D predictions and
users : tourism as a case study

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De Bilt, march 2013

Summary

- 1. Potential needs and users of S2D predictions*
- 2. Difficulties in using S2D predictions*
- 3. Bridging the gap between providers and users*

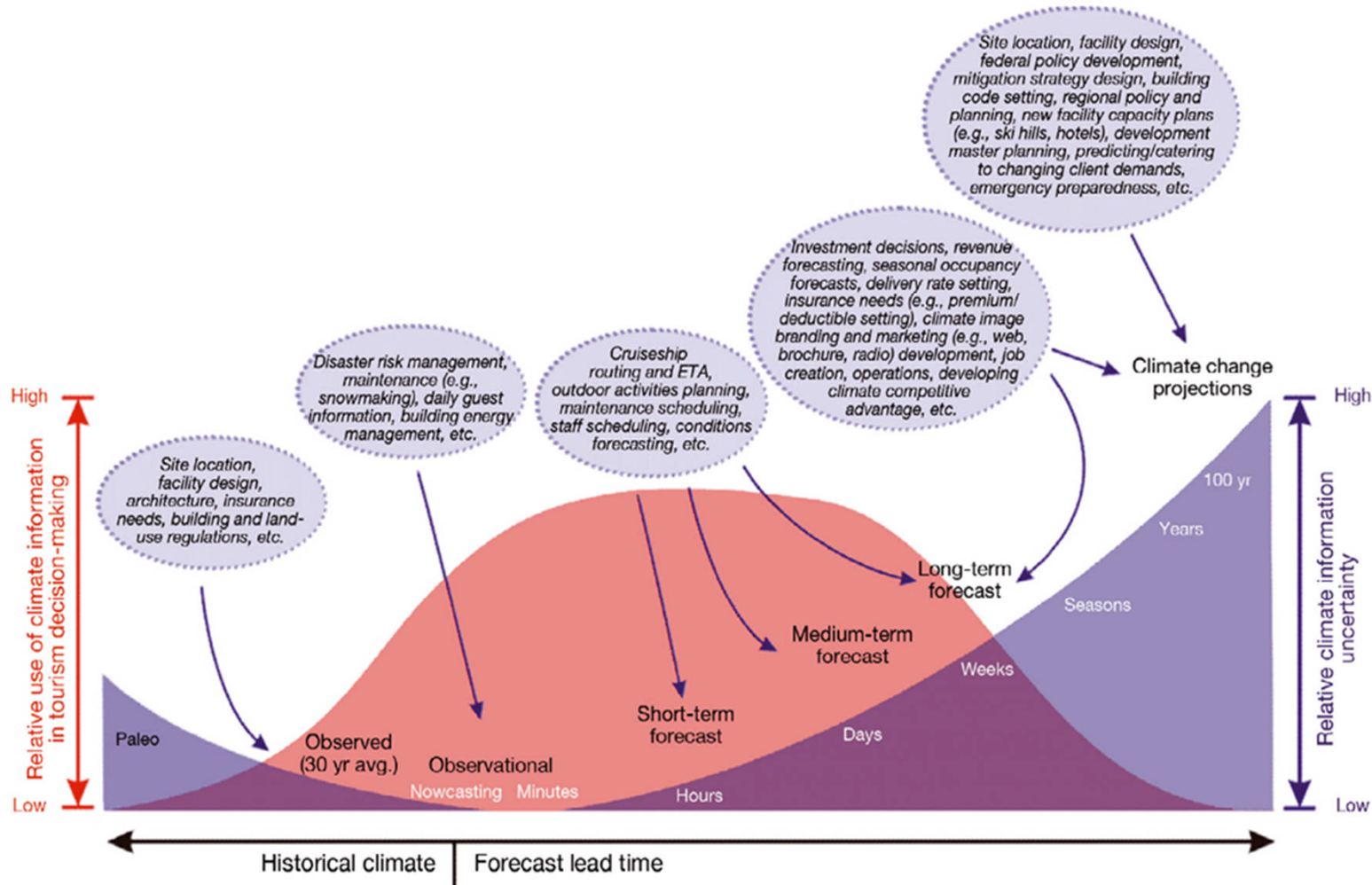
1. Potential needs and users of S2D predictions

“The potential use of climate information within the tourism sector is tremendous given the high number and diversity of end-users”

(Scott et al., 2012).

Potential needs and users of S2D predictions

Mapping the use of climate and weather information



Potential needs and users of S2D predictions

Focus on S2D predictions needs : feedbacks from CLIMRUN project (www.climrun.eu)

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■ Needs in terms of seasonal forecast

- Seasonal temperature (destination level/home market)
- Seaside tourism – indicators of bathing seasons
- Mountain tourism – indicators for summer seasons

■ Seasonal to long-term indices (3 months to decadal)

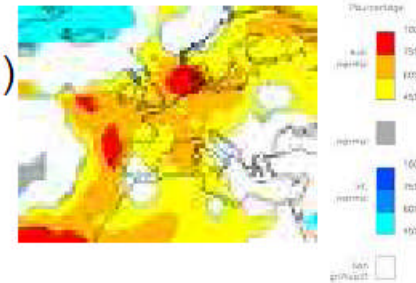
- Tourism comfort indexes
- Various climate data requirements from 5 to 20 years (spring conditions, sea level rise, extremes events etc.)

Potential needs and users of S2D predictions

Using the S2D predictions : an example for the french mountainous areas during winter season..

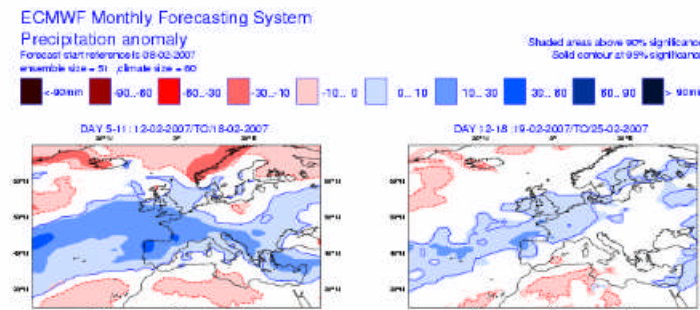
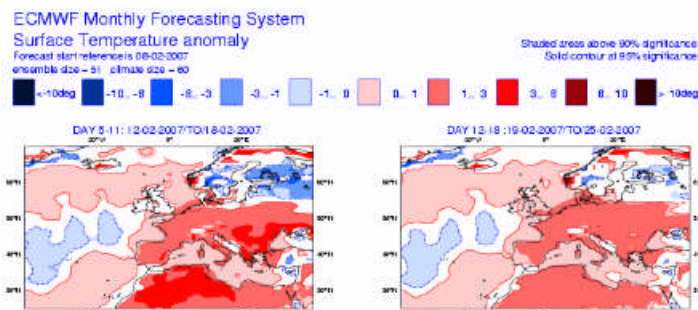
Managing the current climate situation

- Winter 2006 in the French mountainous areas (Alps and Pyrénées)
- Seasonal forecasts (for anticipation)



JFM 2007 – T2M

- Monthly and Medium range forecasts (for « in live » adaptation)



Potential needs and users of S2D predictions

*Using the S2D predictions : ...and potential benefits
(from the a SH perspective – Mitra tourism)*

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■ Communication and promotion of the destination (anticipation)

■ Operational management (anticipation and « in live » adaptation)

- Reply strategies (encouraging indoor activities, organizing ephemeral events etc.)

■ Medium term planning (5 years)

- Reorganization of the offer, strengthening the diversification of the activities, creating new brand

■ Long term planning (5-20 years)

- Structural adaptation

Potential needs and users of S2D predictions

Identifying the users...

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■ From institutional organizations at different scales..

- Ministry of tourism
- Professional agencies in the destination
- Regional tourism agencies
- Tourism offices etc.

■ ...to private actors

- Tour operators
- Incoming agencies
- Professionals of tourism (outdoor activities etc.)
- Private investors (hotels etc.)

2. Difficulties in using S2D predictions

Difficulties in using S2D predictions

Regarding the users...

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A low level of awareness and use of climate services in the world of tourism

- short-term vision and more focused on economical concerns
- few links between climate service providers and actors and/or intermediaries
- lack of knowledge about the existing climate products
- Lack of professionalism and training in the use of climate information

Difficulties in using S2D predictions

Regarding the value of services

- Complexity of the products and interpretation (too scientific)
- Lack of communication (graphs/maps etc.)
- Reliability of the information (uncertainty, low skills)
- Accuracy of the products (too large scale, not enough parameters)

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3. Bridging the gap between providers and users

Bridging the gap between providers and users

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- **Need to better understand the world of users and their needs**
 - Survey protocol need to be adapted to sectors specificities
 - Survey on a panel of stakeholders (rather using face to face interviewes)

- **Strengthen communication on the current and future possibilities of science in terms of S2D predictions**
 - Being explicit about what is possible and what is not
 - A short document produced by the scientific expert would allow stakeholders expert to better communicate with end-users on their needs

Bridging the gap between providers and users

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■ Enhance the training of both communities

- E.g working seminar on methods on communication and representation of the forecasts
- E.g training seminar on the use of forecasts

Thank you for your attention

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