Diagnosis tool to assess the international profile of a region

Access to international Airport
Source : European Regional Competitiveness Index, 2016

% of buildings with broadband access
Source : OECD Regional datablase, 2020

Internet usage on social medias
Source : Eurostat, 2020

Infrastructure connections

Human connections

Number of beds for 1000 inhabitants
Source : Eurostat, 2020

% 15-64 year-old foreign-born in total population
Source : Données régionales de l'OCDE, 2019

% of foreign land-owner
Source : OECD Regional database, 2015

% of foreign student
Source : OECD calculations based on ETER, 2016

Foreign R&D staff
Source : ANCT Territories' Observatory, 2016

% of knowledge-intensive jobs
Source : OECD Regional database, 2018

Knowledge connections

Business connections

Trade openness
Source : OECD Regional database , 2019

% of jobs in foreign companies
Source : ANCT Territories' Observatory, 2016

% of jobs in FDI
Source : FDI Markets, 2015-2020

Diagnosis tool to assess the attractiveness profile of a region towards investors, talent, visitors and foreign markets
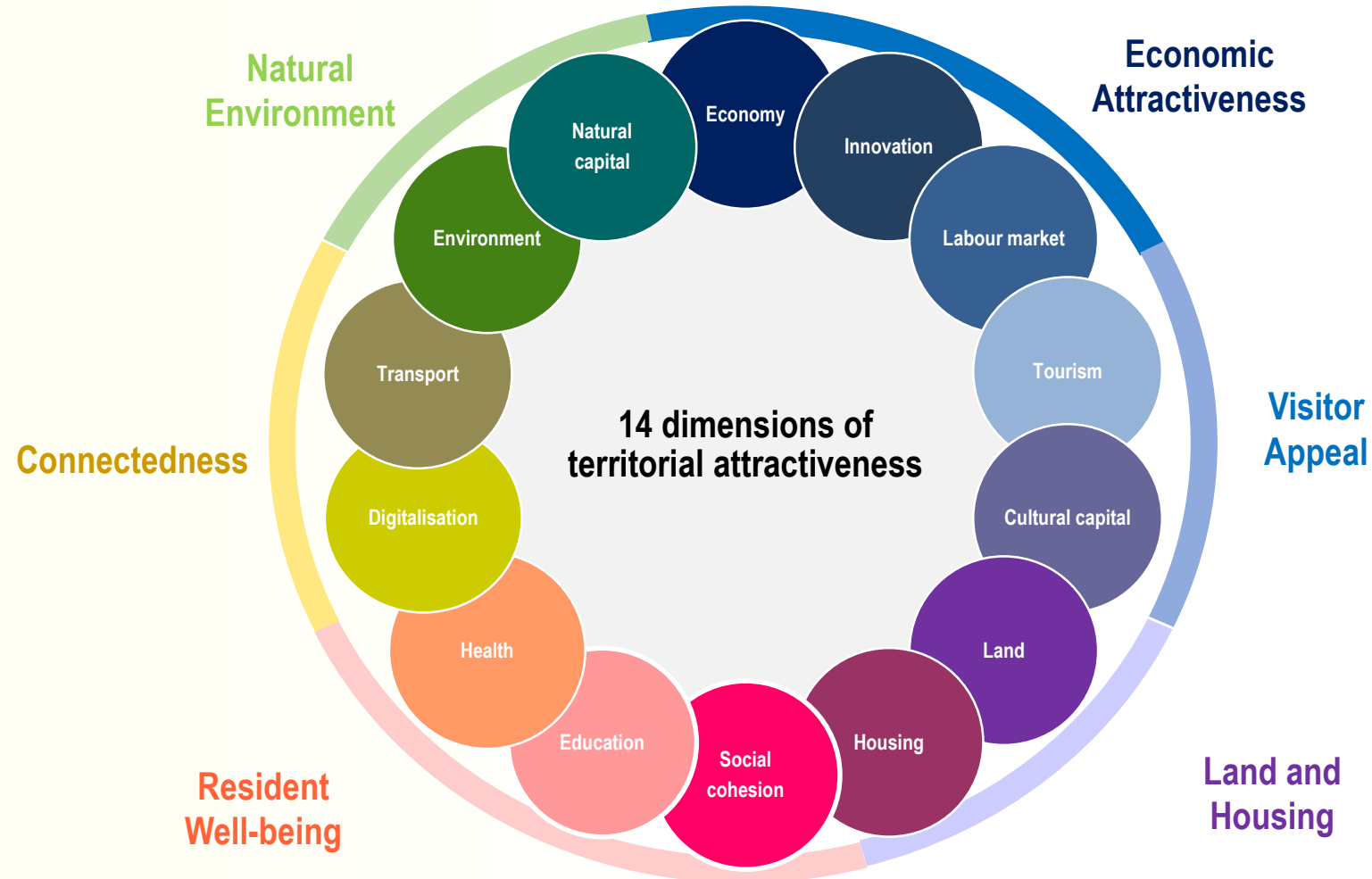
Regional attractiveness indicators towards three principal targets: investors, talent and visitors // *Example of Connectedness*

Reference indicators are highlighted in green

Dimensions	Description	Indicators	Investors	Talents	Visitors	Sources ; Latest year available ; Coverage
Digitalisation	The rapid development of teleworking as a result of COVID-19 has increased the need for access to fast and stable internet connections, but in order to reap the benefits of digitalisation, access to digital infrastructure must also be accompanied by the adoption of digital technologies and a minimum of digital skills and thus improve the digital attractiveness of regions.	% of households with very high-speed access	x	x		OECD Regional database ; 2020 ; OECD regions (TL2)
		% fibre optic coverage of buildings	x	x	x	Data updated on the basis of the OECD Regions at a Glance 2020 publication; 2020 ; OECD TL2 regions
		Download time from fixed devices as % of national average time	x	x		OECD calculations based on Ookla database ; 2021 ; OECD TL2 regions
		Facebook Social Connectivity Index[3]	x	x		OECD calculation based on data from the Facebook Social Connectivity Index. See details of the calculation in footnote (4).
Transportation	The transport dimension measures the region's offerings in terms of quality transport networks and various modalities.	*Subjective*: % of the population satisfied with public transport, roads and highways		x		Gallup World Poll ; moyenne 2016-20 ; OECD TL2 regions
		Number of passenger flights (accessible within 90' drive)	x	x	x	European Regional Competitiveness Index 2019 ; 2016 ; EU regions (TL2)
		% of the population in a 120km radius who can reach a train station within 90 mins	x		x	European Regional Competitiveness Index 2019 ; 2016 ; EU TL2 regions
		% of the population within a 120km radius reachable by road within 90 mins	x		x	European Regional Competitiveness Index 2019 ; 2016 ; EU TL2 regions

(Dimension group: Connectedness)

Application to the case of France – Example of the Grand Est region
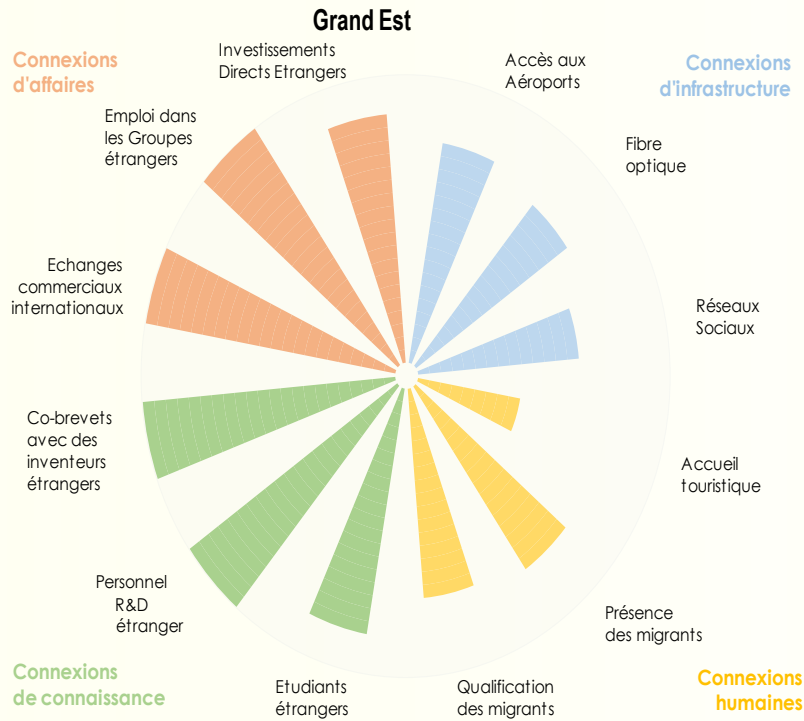
International Profile of the Region
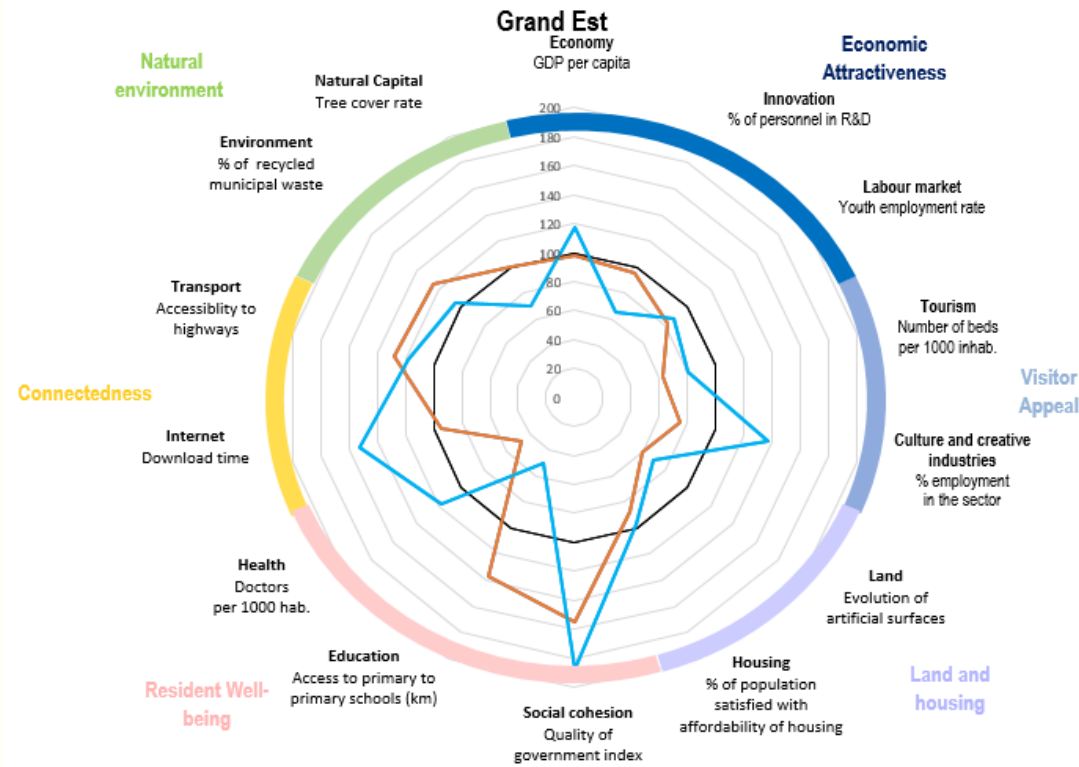
Attractiveness profile

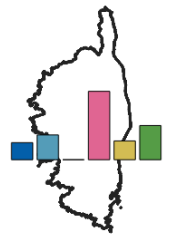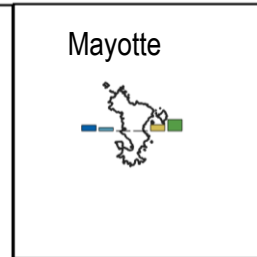**Regional website analysis – word cloud**

Attractiveness of French regions: *strengths compared to the average of European regions*

Legend:
- Economic Attractiveness
- Visitor Appeal
- Land and Housing
- Resident Well-being
- Connectedness
- Natural Environment

French Guyana

0 100 km

Guadeloupe

0 25 km

Martinique

0 25 km

Reunion

0 25 km

Mayotte
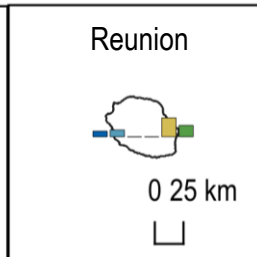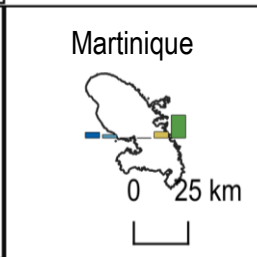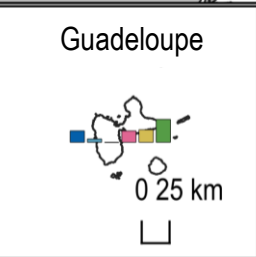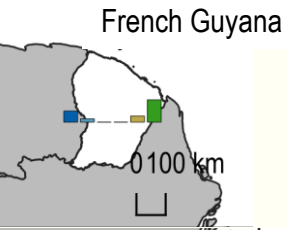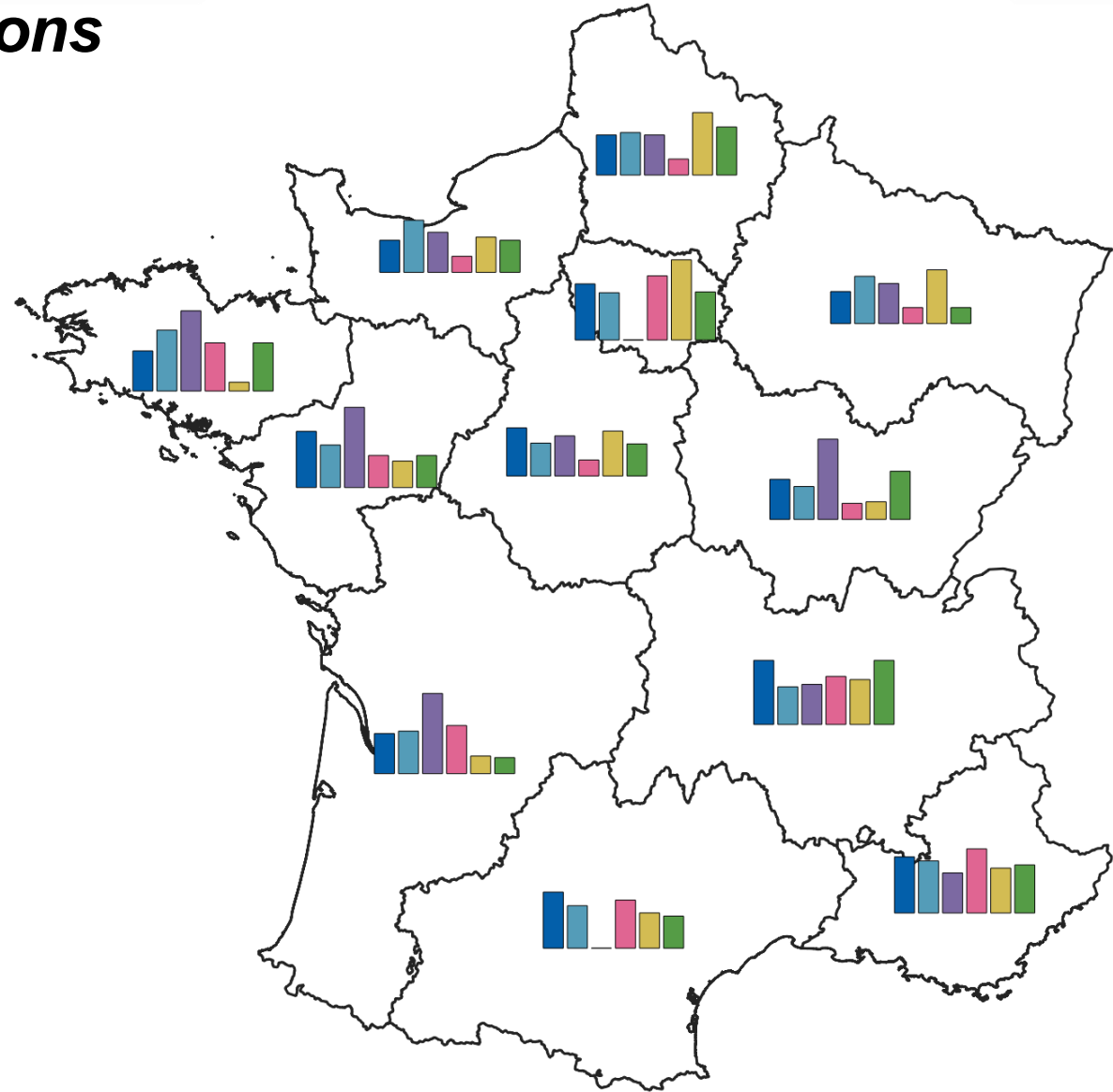
OECD work on 25 Regions in Globalisation – 10 Countries

Spain

Sweden

Ireland

Italy

Portugal

France

Colombia

Chile

Morocco

Argentina
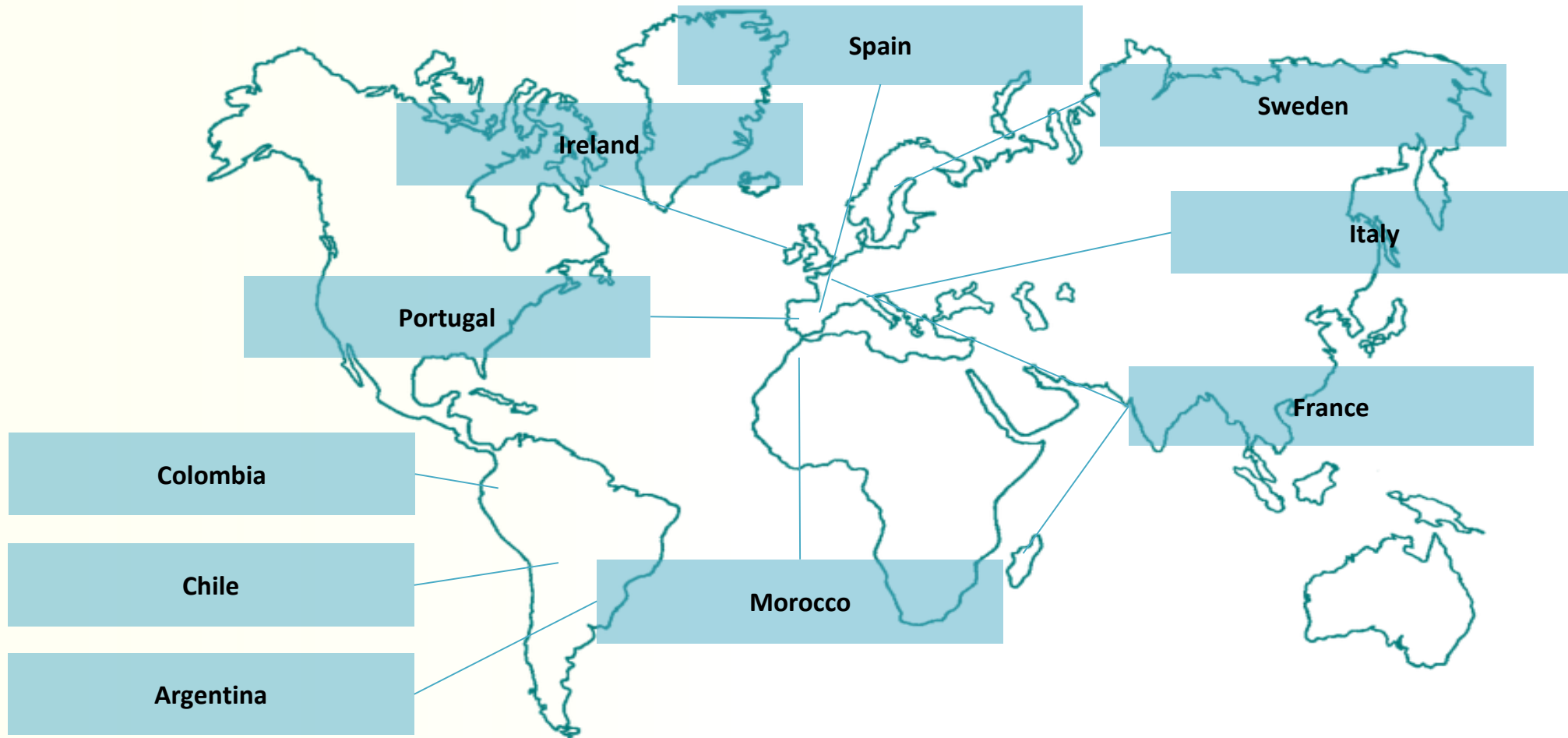
Thank you!

✉ claire.charbit@oecd.org

Twitter: @OECD_local
LinkedIn: www.linkedin.com/company/oecd-local
Website: www.oecd.org/cfe

OECD

What makes a region attractive in the new global environment? How to measure and monitor

1st OECD Webinar in the Rethinking Regional Attractiveness Series

29 November 2021

Pio Parma

Senior Consultant - Scenarios & Intelligence Department,
The European House - Ambrosetti

If a man does not know to which port he is steering, no wind is favorable

MISSION

Making available to Italian and international decision-makers an **innovative country index** — the Global Attractiveness Index (GAI) — that can portrait a **profile of the attractiveness** and sustainability of countries and, as a result, provide dependable information to aid in making system-wide choices about **growth and optimization of the pro-business environment**

Key features of the Global Attractiveness Index (GAI)

REPLICABILITY

Updated annually, thanks to the use of variables (KPI) periodically detected from main international institutions

OBJECTIVITY

Based mainly on **objective quantitative variables** derived from major international databases

ROBUSTNESS

Few proxy indicators as independent from each other as possible

SIGNIFICANCE

Focus on "results" (outputs) rather than "efforts" (inputs)

Objective: **Measuring a country's attractiveness**,
a crucial factor in assessing its development capacity

INTERNAL
Ability to **retain resources already present**
on the territory

EXTERNAL
Ability to **attract resources not present**
on the territory

The structure of the Global Attractiveness Index 2021 (GAI)

14 years surveyed →

148 Countries (from 144 in 2020 edition) →

Global Attractiveness Index

- **Historical Index** calculation over **six years** (2015-2021), the only index with this feature
- More than **75 KPIs analysed** and tested for all Countries and for all years
- Over **900,000 data** updates and checks

A **Positioning Index** (PI)
- Openness
- Innovation
- Efficiency
- Endowment

B **Dynamicity Index (DI)**
- Δ Openness
- Δ Innovation
- Δ Efficiency
- Δ Endowment

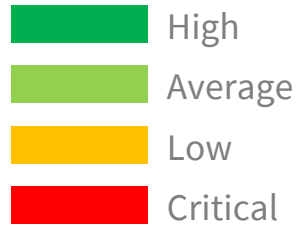C **Sustainability Index (SI)**
- Resilience
- Vulnerability

D **Growth Expectations**
← **Introduced in 2021**

The European House Ambrosetti

Source: The European House – Ambrosetti, 2021

4

GAI's Key Performance Indicators (KPIs) of attractiveness

Global Attractiveness Index

Openness	Innovation	Efficiency	Endowment	Resilience	Vulnerability	Growth expectations
1. (FDI flows + Country's investments abroad), vs. world tot.	6. Employed in high-tech sectors, compared with employed	11. Unemployment rate	16. Gross Domestic Product, vs. world total	▪ Human Development Index	▪ Debt/GDP	▪ Population share of working-age people, 20 years forecast
2. (Export+ Import), vs. world tot.	7. Export of high-tech goods, compared with world total	12. Logistics Performance Index	17. Gross National Product (GNP) per capita	▪ Global Peace Index	▪ Inflation rate	▪ GDP (% vs. world tot.), 5 years forecast
3. (Foreign tourists + national tourists abroad), vs. pop.	**8. Technological endowment index**	13. Total Factor Productivity	18. Gross Fixed Investment, vs. GDP	▪ World Giving Index	▪ Market concentration index	▪ GDP per capita, 5 years forecast
4. Foreign university students, vs. youth pop.	9. Number of scientific publications, vs. world total	14. Rule of Law Index	19. Natural Resource Index	▪ Life expectancy at birth	▪ Suicide rate, % total pop.	▪ University enrolment (% vs. total pop. in school-age)
5. Number of migrants, vs. pop.	10. Internet users, % of population	15. Total Tax Rate	20. College graduates, compared vs. world total	▪ Avg. years of school attendance	▪ Population exposed to risk of poverty, % total population	▪ Unemployment rate, 5 years forecast
			21. PISA Test Score	**▪ Income of wealthiest 10%**	▪ People affected by natural disasters per 1,000 people	
				▪ Gender inequality index	▪ Working Poverty Rate	⬆ **New sub-Index 2021**
					▪ Pollution deaths, every million inhabitants	
					▪ CO_2 emissions per capita	
					▪ Energy share from renewable sources	

The European House Ambrosetti

Top 20 GAI 2021 Countries draw almost 30% of global attractiveness

Legend

- High
- Average
- Low
- Critical

Index range from 1=min to 100=max

	GAI rank 2021	GAI score 2021	GAI rank 2020	GAI score 2020	Dynamicity 2021	Sustainability 2021	Growth Expectations
USA	1	100.00	1	100.00			
Germany	2	93.30	2	97.93			
China	3	91.55	3	91.79			
Japan	4	89.61	4	88.62			
UK	5	89.03	7	83.30			
Singapore	6	84.84	6	83.30			
Hong Kong	7	82.82	5	84.71			
Korea	8	81.26	8	81.54			
Arab Emirates	9	77.66	10	76.31			
France	10	76.19	9	77.84			
Canada	11	72.13	12	72.51			
Australia	12	71.54	13	70.17			
Switzerland	13	69.62	15	65.45			
Denmark	14	68.71	14	65.95			
Netherlands	15	65.18	11	72.93			
Ireland	16	64.12	16	63.86			
Austria	17	62.73	17	61.16			
Luxembourg	18	62.71	22	57.39			
Sweden	19	61.55	19	58.82			
Italy	**20**	**61.32**	**18**	**59.50**			

Source: Global Attractiveness Index, 2021

The European House Ambrosetti

6

Today, the Global Attractiveness Index has been…

Introduced in **10 Countries** and to the **European Commission**

Included in the set of indexes monitored by **4 Governments**

Supported by **international Institutions of research**:
The Joint Research Centre and the European Political Strategy Centre

Introduced at the **OECD** in Paris and included among the official indexes of the OECD

Introduced to over **10,000 CEOs and investors** focused on Italy's placement on Country-ratings

Introduced as preview to **all Country Governments** in formal and informal meetings, to the Parliamentary Commissions and in 4 editions of the Forum The European House – Ambrosetti in Cernobbio, on Como Lake

The European House - Ambrosetti has applied and adapted the methodology of the national Global Attractiveness Index **on a local scale** in order to measure the positioning of Italian territories (**Regions/Provinces**) as an attractive and competitive destination for the settlement of **companies, people and investments**, also considering the expected impacts of the pandemic on the local socio-economic system

Some examples of implementation of the national GAI methodology on a local scale
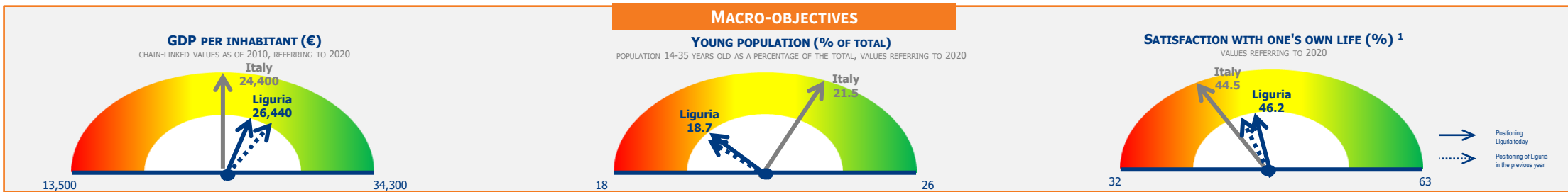(on-going projects)

LIGURIA REGION: FROM SEA TO LIFE
Tableau de Bord - 2021 edition

Example

MACRO-OBJECTIVES

GDP PER INHABITANT (€)
CHAIN-LINKED VALUES AS OF 2010, REFERRING TO 2020
Italy 24,400
Liguria 26,440
13,500 — 34,300

YOUNG POPULATION (% OF TOTAL)
POPULATION 14-35 YEARS OLD AS A PERCENTAGE OF THE TOTAL, VALUES REFERRING TO 2020
Italy 21.5
Liguria 18.7
18 — 26

SATISFACTION WITH ONE'S OWN LIFE (%) [1]
VALUES REFERRING TO 2020
Italy 44.5
Liguria 46.2
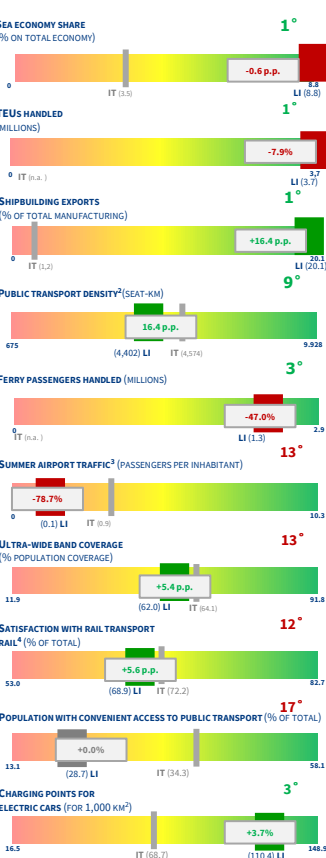32 — 63

Positioning Liguria today
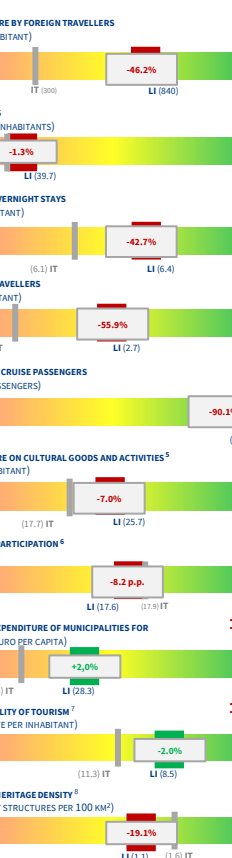Positioning of Liguria in the previous year

All KPIs are updated to 2020 according to official data or according to estimates by The European House - Ambrosetti in case of unavailability of data.
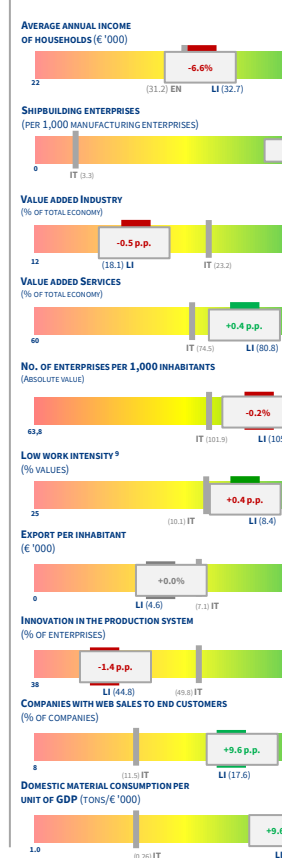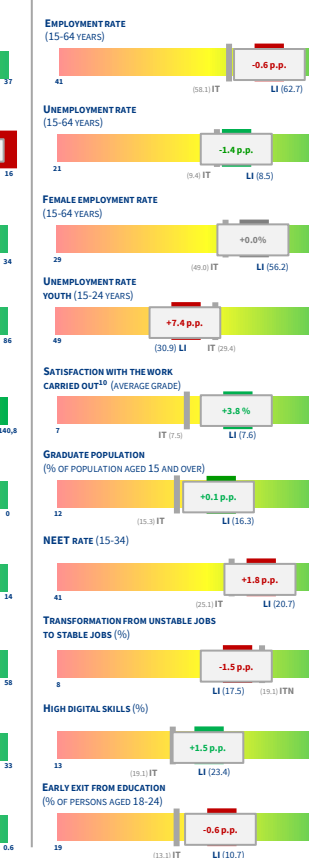

TRANSPORT AND INFRASTRUCTURE

KPI	Change	Rank
SEA ECONOMY SHARE (% ON TOTAL ECONOMY)	-0.6 p.p.	1°
TEUS HANDLED (MILLIONS)	-7.9%	1°
SHIPBUILDING EXPORTS (% OF TOTAL MANUFACTURING)	+16.4 p.p.	1°
PUBLIC TRANSPORT DENSITY[2] (SEAT-KM)	16.4 p.p.	9°
FERRY PASSENGERS HANDLED (MILLIONS)	-47.0%	3°
SUMMER AIRPORT TRAFFIC[3] (PASSENGERS PER INHABITANT)	-78.7%	13°
ULTRA-WIDE BAND COVERAGE (% POPULATION COVERAGE)	+5.4 p.p.	13°
SATISFACTION WITH RAIL TRANSPORT RAIL[4] (% OF TOTAL)	+5.6 p.p.	12°
POPULATION WITH CONVENIENT ACCESS TO PUBLIC TRANSPORT (% OF TOTAL)	+0.0%	17°
CHARGING POINTS FOR ELECTRIC CARS (FOR 1,000 KM²)	+3.7%	3°

TOURISM AND CULTURE

KPI	Change	Rank
EXPENDITURE BY FOREIGN TRAVELLERS (€ PER INHABITANT)	-46.2%	3°
HOTEL BEDS (PER 1,000 INHABITANTS)	-1.3%	6°
TOURIST OVERNIGHT STAYS (PER INHABITANT)	-42.7%	4°
FOREIGN TRAVELLERS (PER INHABITANT)	-55.9%	3°
NUMBER OF CRUISE PASSENGERS (MILLION PASSENGERS)	-90.1%	1°
EXPENDITURE ON CULTURAL GOODS AND ACTIVITIES[5] (€ PER INHABITANT)	-7.0%	5°
CULTURAL PARTICIPATION[6] (% VALUES)	-8.2 p.p.	9°
CURRENT EXPENDITURE OF MUNICIPALITIES FOR CULTURE (EURO PER CAPITA)	+2,0%	15°
SUSTAINABILITY OF TOURISM[7] (KG OF WASTE PER INHABITANT)	-2.0%	14°
CULTURAL HERITAGE DENSITY[8] (PERMANENT STRUCTURES PER 100 KM²)	-19.1%	8°

PRODUCTION STRUCTURE

KPI	Change	Rank
AVERAGE ANNUAL INCOME OF HOUSEHOLDS (€ '000)	-6.6%	8°
SHIPBUILDING ENTERPRISES (PER 1,000 MANUFACTURING ENTERPRISES)	-0.5%	1°
VALUE ADDED INDUSTRY (% OF TOTAL ECONOMY)	-0.5 p.p.	15°
VALUE ADDED SERVICES (% OF TOTAL ECONOMY)	+0.4 p.p.	5°
NO. OF ENTERPRISES PER 1,000 INHABITANTS (ABSOLUTE VALUE)	-0.2%	8°
LOW WORK INTENSITY[9] (% VALUES)	+0.4 p.p.	11°
EXPORT PER INHABITANT (€ '000)	+0.0%	11°
INNOVATION IN THE PRODUCTION SYSTEM (% OF ENTERPRISES)	-1.4 p.p.	14°
COMPANIES WITH WEB SALES TO END CUSTOMERS (% OF COMPANIES)	+9.6 p.p.	6°
DOMESTIC MATERIAL CONSUMPTION PER UNIT OF GDP (TONS/€ '000)	+9.6 p.p.	3°

WORK AND TRAINING

KPI	Change	Rank
EMPLOYMENT RATE (15-64 YEARS)	-0.6 p.p.	11°
UNEMPLOYMENT RATE (15-64 YEARS)	-1.4 p.p.	10°
FEMALE EMPLOYMENT RATE (15-64 YEARS)	+0.0%	11°
UNEMPLOYMENT RATE YOUTH (15-24 YEARS)	+7.4 p.p.	12°
SATISFACTION WITH THE WORK CARRIED OUT[10] (AVERAGE GRADE)	+3.8 %	8°
GRADUATE POPULATION (% OF POPULATION AGED 15 AND OVER)	+0.1 p.p.	5°
NEET RATE (15-34)	+1.8 p.p.	10°
TRANSFORMATION FROM UNSTABLE JOBS TO STABLE JOBS (%)	-1.5 p.p.	11°
HIGH DIGITAL SKILLS (%)	+1.5 p.p.	13°
EARLY EXIT FROM EDUCATION (% OF PERSONS AGED 18-24)	-0.6 p.p.	11°

INNOVATION AND RESEARCH

KPI	Change	Rank
RESEARCH AND DEVELOPMENT EXPENDITURE (€ PER INHABITANT)	-4.8%	4°
INNOVATIVE START-UPS (PER MILLION INHABITANTS)	-34.2%	17°
HIGH-TECH VALUE ADDED (% OF TOTAL MANUFACTURING)	-0.5 p.p.	2°
SEARCH INTENSITY[11] (%)	-3.7 p.p.	8°
SPECIALISATION IN HIGH-TECH SECTORS[12] (%)	+0.3 p.p.	3°
RESEARCHERS AS A PERCENTAGE OF EMPLOYEES (%)	+0.1 p.p.	8°
EMPLOYEES IN CULTURAL AND CREATIVE ENTERPRISES (%)	-0.3 p.p.	10°
MUNICIPALITIES WITH FULLY ONLINE HOUSEHOLD SERVICES (%)	+11.7 p.p.	13°
INDIVIDUALS WHO USE THE INTERNET REGULARLY (%)	+2.4 p.p.	10°
RESEARCHERS (FULL TIME EQUIVALENT PER 10,000 INHABITANTS)	+4.1%	13°

HEALTH AND SOCIETY

KPI	Change	Rank
MAINTAINING THE STATE OF HEALTH[13] (INDEX)	-24.4%	11°
LIFE EXPECTANCY AT BIRTH (YEARS)	-1.4%	16°
CRIME (%)	-2.9 p.p.	7°
EXCESS WEIGHT (% OF POPULATION)	+1.2 p.p.	4°
COVID-19 VACCINATION COVERAGE[14] (% OF POPULATION - DOSES ADMINISTERED)	n.a.	2°
ELDERLY TREATED IN INTEGRATED HOME CARE (%)	+0.0%	10°
PEOPLE PRACTISING SPORT CONTINUOUSLY (%)	+1.5 p.p.	10°
HEALTH CARE WAIVER (%)	+6.3 p.p.	16°
PEOPLE IN RELATIVE POVERTY[15] (%)	-2.3 p.p.	9°
FEMALE REPRESENTATION IN LOCAL POLITICS (% IN REGIONAL COUNCILS)	+3.3pp.	11°

ENVIRONMENT AND TERRITORY

KPI	Change	Rank
«BLUE FLAG» BEACHES (PER 1,000 KM² OF SURFACE AREA)	+0.0%	1°
UNAUTHORISED BUILDING (% OF UNAUTHORISED DWELLINGS BUILT)	-0.9 p.p.	14°
IRREGULARITIES IN WATER DISTRIBUTION (%)	-0.1 p.p.	6°
POPULATION EXPOSED TO RISK OF LANDSLIDES (% OF TOTAL)	-0.1 p.p.	18°
DISSATISFACTION WITH THE LANDSCAPE[16] (%)	-3.8 p.p.	8°
POPULATION EXPOSED TO RISK OF FLOODS (%)	+0.8 p.p.	19°
HISTORIC GREEN DENSITY[17] (%)	+0.0 p.p.	15°
ENERGY FROM RENEWABLE SOURCES IN GROSS FINAL ENERGY CONSUMPTION (%)	+0.0%	20°
HOUSEHOLDS SATISFIED WITH THE CONTINUITY OF ELECTRICITY SERVICE[18] (%)	+0.3 p.p.	6°
MUNICIPAL WASTE COLLECTED (KG PER WASTE)	+1,1%	12°

Note: Data refer to the year 2020. Changes are expressed in relation to 2019.
Sources: AGENAS, Assaeroporti, Aeroporti, Bank of Italy, CRESME, Istat, ISPRA, Meridiano Sanità, Ministry of Health, MiSE, Unioncamere, 2021

1. % of people who expressed satisfaction with life between 8 and 10 out of the total number of people aged 14 and over
2. Post-km offered by all modes of transport
3. Passengers handled in June, July, August and September are taken into account.
4. Average number of people satisfied with the service characteristics over total number of service users
5. Expenditure on the protection and development of cultural goods and activities
6. Average participation of people aged 6+ in cultural activities
7. Measures the contribution of the tourism sector to the production of municipal waste
8. Measures the number of permanent exhibition facilities per 100 km² (museums, archaeological sites and monuments open to the public), weighted by the number of visitors
9. Persons 18-59 years old living in households where the ratio of the total number of months worked by household members during the reference year to the total number of months theoretically available for employment is less than 0.20
10. Average satisfaction with aspects of the work done
11. R&D expenditure on GDP
12. Employment in high-tech manufacturing and knowledge-intensive services sectors as a percentage of total employment
13. Capacity of health systems to improve health outcomes in the future
14. Reference is made to COVID-19 vaccination coverage as a % of the population at the average Italian level and not to the % change from the previous period. Date refer to 16 June
15. Households with consumption expenditure below a conventional relative poverty line (poverty line) are considered to be relatively poor.
16. People aged 14 years and over who consider the landscape where they live to be degraded
17. M² of historic green areas and urban parks of outstanding public interest per 100 m2 of urbanised area
18. Households very or fairly satisfied with continuity of electricity service
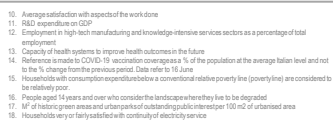
URBAN AIR QUALITY
% change in KPI compared to previous year (green = improving, grey = stable, red = worsening)
KPI definition
Positioning of Liguria in the regional ranking (green = among the first 10 Italian regions, red = among the second 10)
3°
+0.0 p.p.
Maximum KPI value between Italian regions or in the EU
Minimum KPI value between Italian regions or in IT
90,5
IT (34.0)
LI (9.1)
KPI value in Italy
KPI value in Liguria

9

The Tableau de Bord of territorial attractiveness allows to monitor the progress achieved on a set of key dimensions

- The Tableau de Bord of territorial attractiveness enables decision-markers and policy-maker to understand and monitor, according to criteria of comparability over time, the **performance** expressed by a specific territory on:

  - **"Macro-objectives"** associated to the most relevant and/or strengthening areas deriving from the analysis of the structural dynamics of the territory

  - A portfolio of **key operational domains**

- When integrated with local planning tools (Regions, Provinces, Municipalities), this Tableau de Bord allows to:

  - **Monitor the evolution** of the territory over time in terms of priority macro-areas and specific indicators in comparison with other comparable areas (peers)

  - Identify **priority areas of intervention** (dimensions of weakness compared to other territories or with a critical performance)

  - Activate **corrective actions** in the medium-long term

Thanks for your attention

Pio Parma

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Twitter: @Ambrosetti_
E-mail: pio.parma@ambrosetti.eu**

Again in 2021, for the eighth consecutive year, **The European House – Ambrosetti was named** *— in the category "Best Private Think Tanks" —* **the no. 1 think tank in Italy, the no. 4 think tank in the European Union and among the most respected independents in the world out of 11,175 on a global level in the latest "Global Go To Think Tanks Report"** *of the University of Pennsylvania.*

11

YOUTHFUL CITIES

We want every city to be a more youthful place to live work and play by focusing on what youth need to thrive and embracing the attitudes that youth offer.

YOUTHFUL CITIES

Youth (15-29 yrs)

Cities

Information ← → Action

Since 2012

In 80+ cities so far

© Decode 2021 contact robert@youthfulcities.com

3

youth

4

youthful

according to 30,000 youth in 75 cities in all regions of the world

youthful =

Inventive

Connected

Curious

Dynamic

Open

Playful

YOUTHFUL
CITIES

6

a youthful city/region brings:

**prosperity
adaptability
openness
entrepreneurship
happiness
growth**

Then Covid-19 hit

Inventive

Connected

Curious

Dynamic

Open

Playful

Grave

Inept

Idle

Indifferent

Closed

Isolated

8

YOUTHFUL
CITIES

"A new sales pitch is needed for domestic and foreign YOUTH talent"

Economic dependency

retirees

2018

retirees

2050

The number of retirees per worker will increase substantially by 2050.

Median age in 2018 and 2050

OECD average

2018   40

2050   45
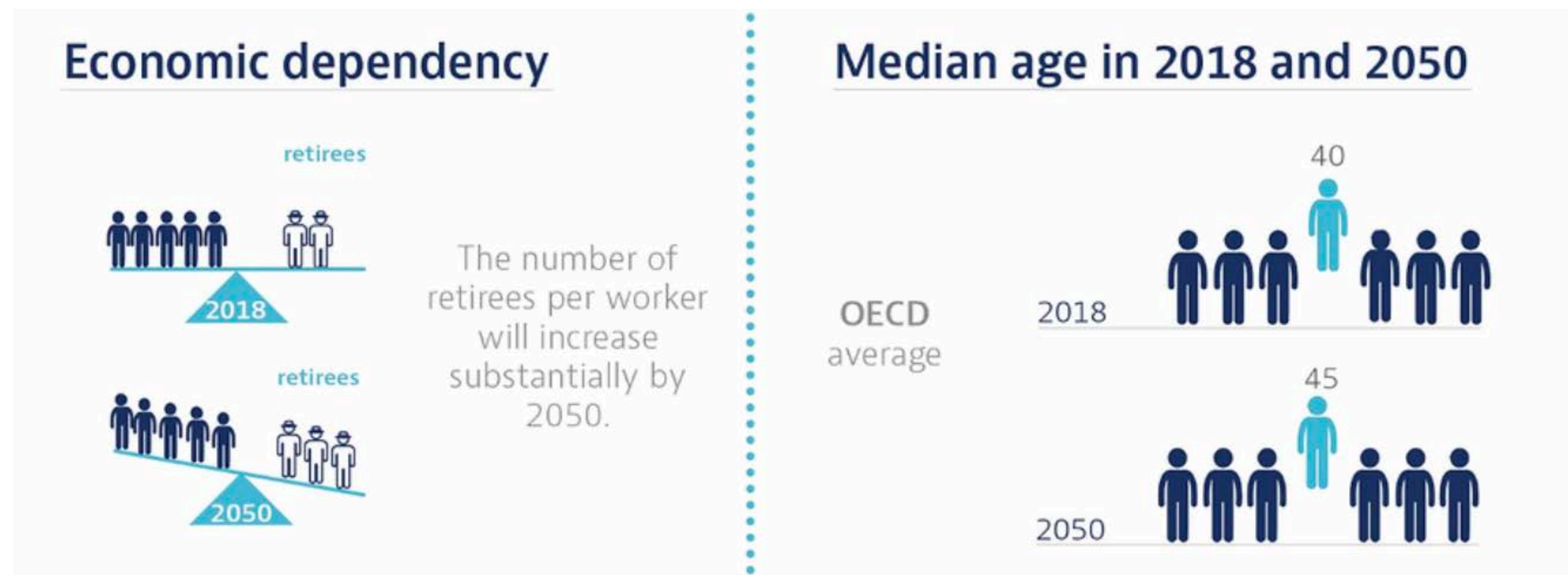
What do youth need in cities?

Civic Engagement

Digital Access

Economic Growth

Public Built Space

Diversity + Inclusion

Affordability

Creative Arts + Design

Food, Restaurant + Nightlife

Live

Work

Play

Education + Training

Climate Action

Public Safety

Good Jobs

Shopping + Entertainment

Public Green Space

Entrepreneurship

Public Transportation

Public Health

Financial Services

Travel + Tourism

Sports + Recreation

WELCOME TO THE YOUTHFUL CITIES
2021 URBAN WORK INDEX

WHERE SHOULD YOU WORK?

OÙ DEVRIEZ-VOUS TRAVAILLER?

presented by
RBC Future Launch

27
CITIES

76
INDICATORS

15769
POINTS OF DATA

TOPICS IN THE URBAN WORK INDEX

Based on their importance to youth
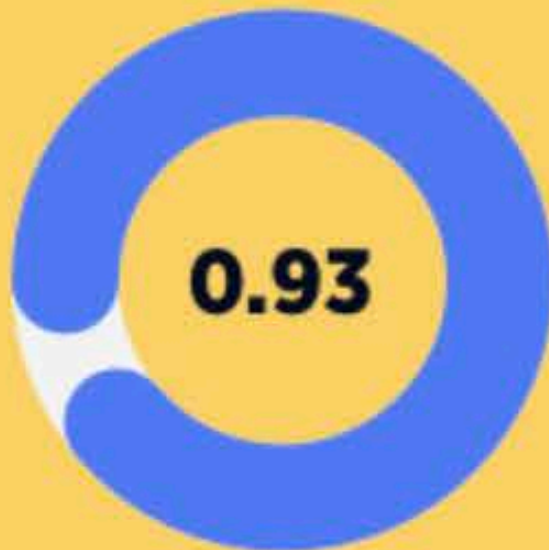
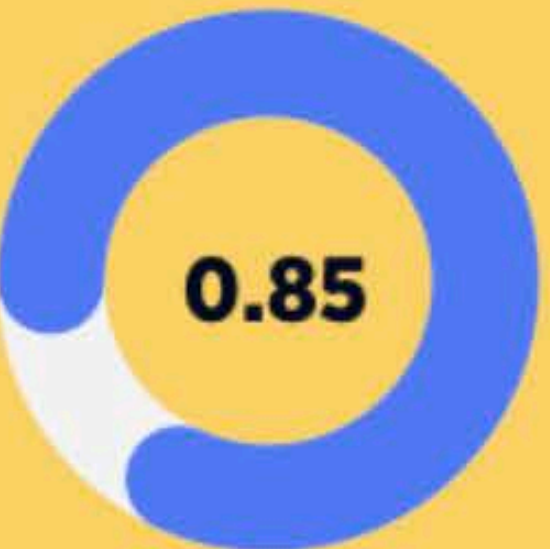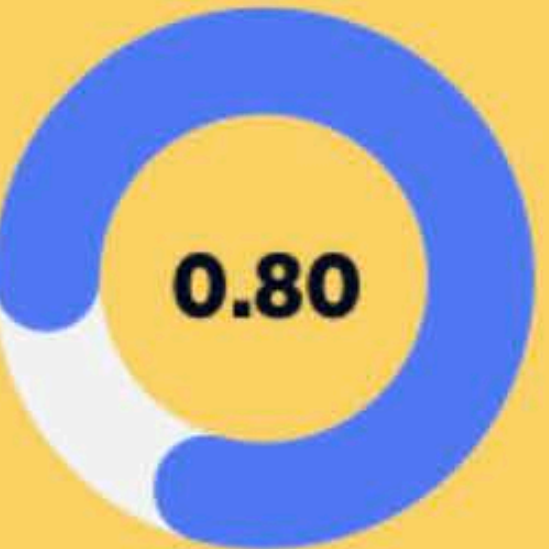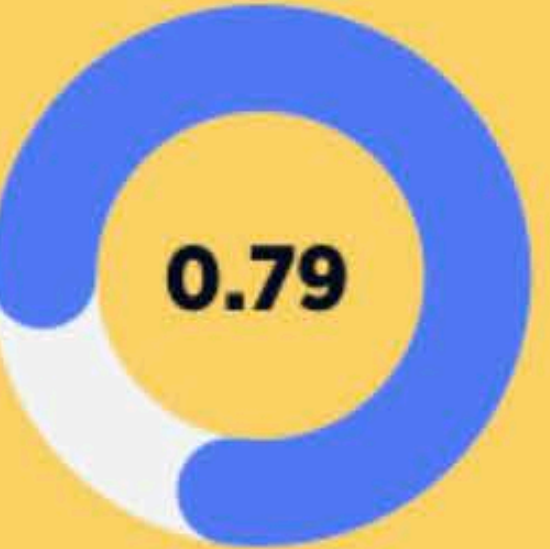| 0.93	0.93	0.92	0.92	0.91	0.90
GOOD YOUTH JOBS	PUBLIC HEALTH	INCOME GENERATION	COST OF LIVING	EDUCATION + TRAINING	EQUITY + INCLUSION
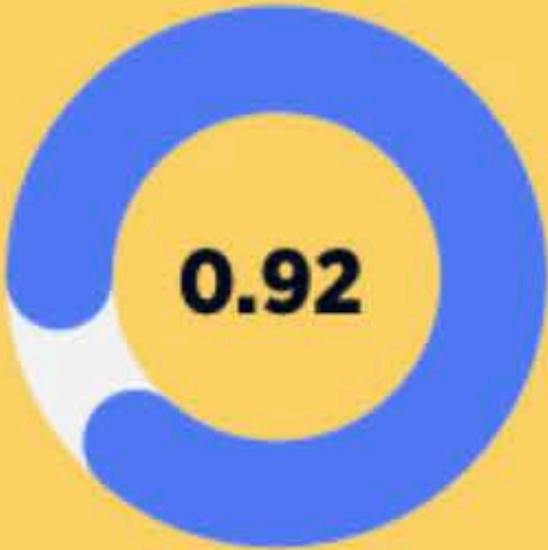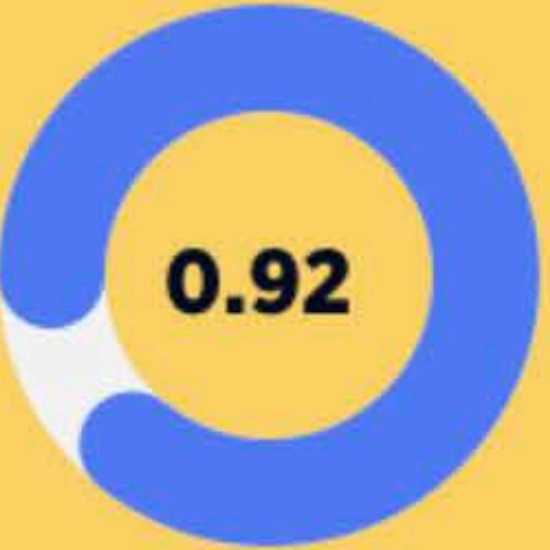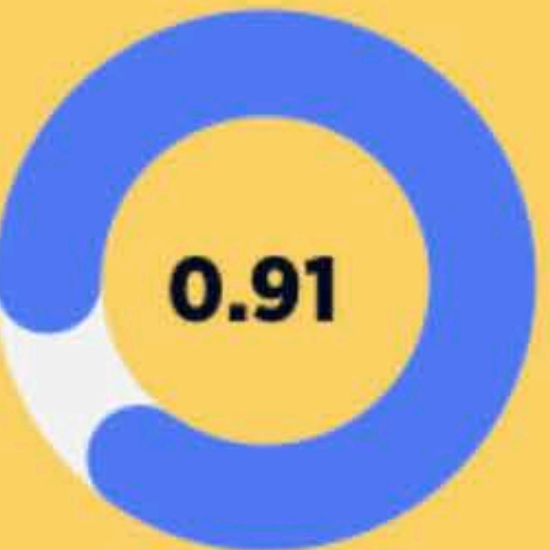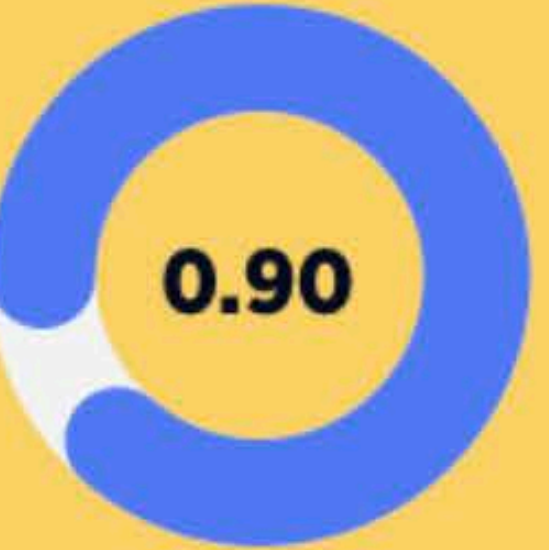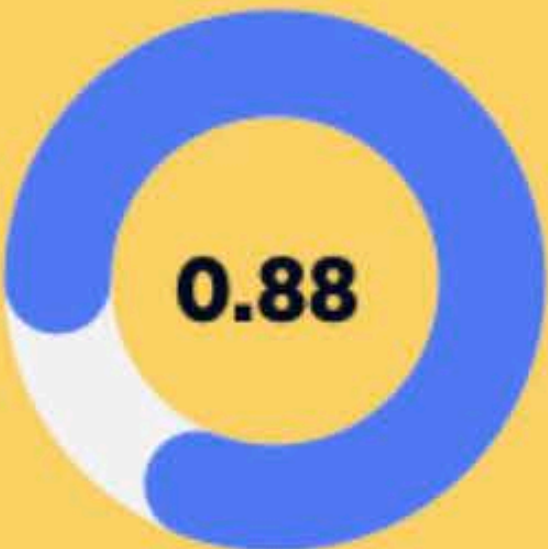
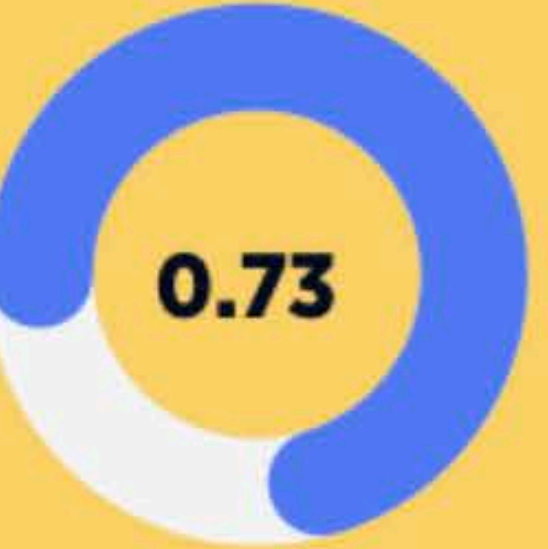| 0.88	0.85	0.80	0.79	0.73
CLIMATE CHANGE	PUBLIC TRANSPORTATION	DIGITAL ACCESS	CITY ECONOMY	ENTREPRENEURIAL SPIRIT

Example Indicators

Costs

1 bedroom apartment Cost per month in $ - City centre, Scaled to minimum wage of each city respectively

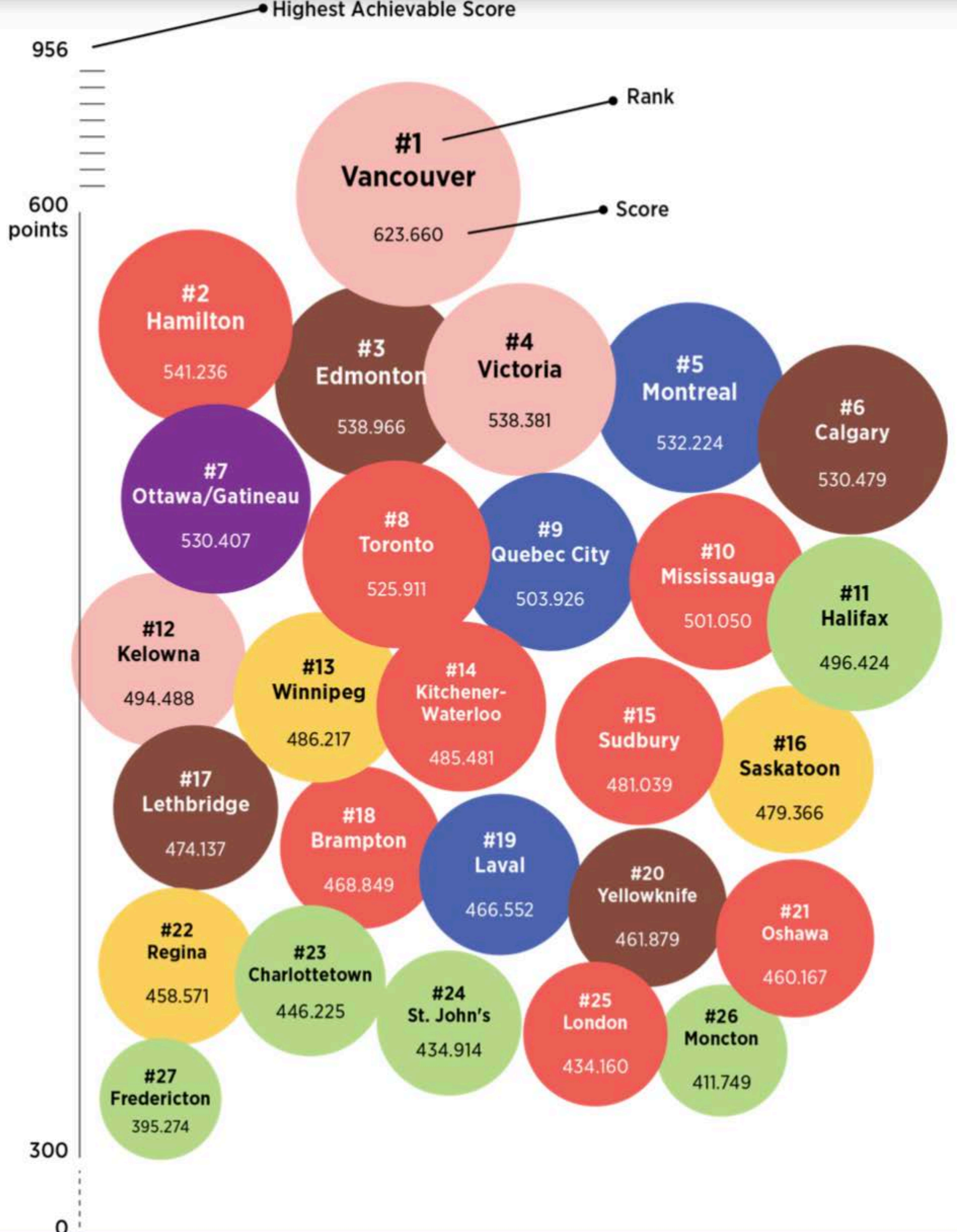## Rates

% of Full Time Youth Employment

Counts

hours per week dedicated public transit operates

Scales

Yes or No (1 or 0):
1. Does open urban data exist?
2. Is it available in bulk?
3. Is it easy to download the whole dataset?
4. Is it in spreadsheet form? (.cvs or .xls - not .pdf)
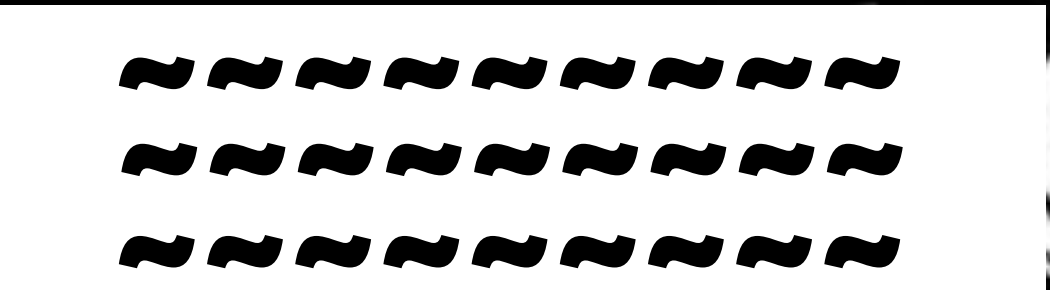5. Is open data publicly available?
6. Is open data free of charge?

Highest Achievable Score

956

600 points

#1 Vancouver — Rank
623.660 — Score

#2 Hamilton 541.236

#3 Edmonton 538.966

#4 Victoria 538.381

#5 Montreal 532.224

#6 Calgary 530.479

#7 Ottawa/Gatineau 530.407

#8 Toronto 525.911

#9 Quebec City 503.926

#10 Mississauga 501.050

#11 Halifax 496.424

#12 Kelowna 494.488

#13 Winnipeg 486.217

#14 Kitchener-Waterloo 485.481

#15 Sudbury 481.039

#16 Saskatoon 479.366

#17 Lethbridge 474.137

#18 Brampton 468.849

#19 Laval 466.552

#20 Yellowknife 461.879

#21 Oshawa 460.167

#22 Regina 458.571

#23 Charlottetown 446.225

#24 St. John's 434.914

#25 London 434.160

#26 Moncton 411.749

#27 Fredericton 395.274

300

0

#1 place for youth to work in Canada
Vancouver

Photo by Mike Benna on Unsplash

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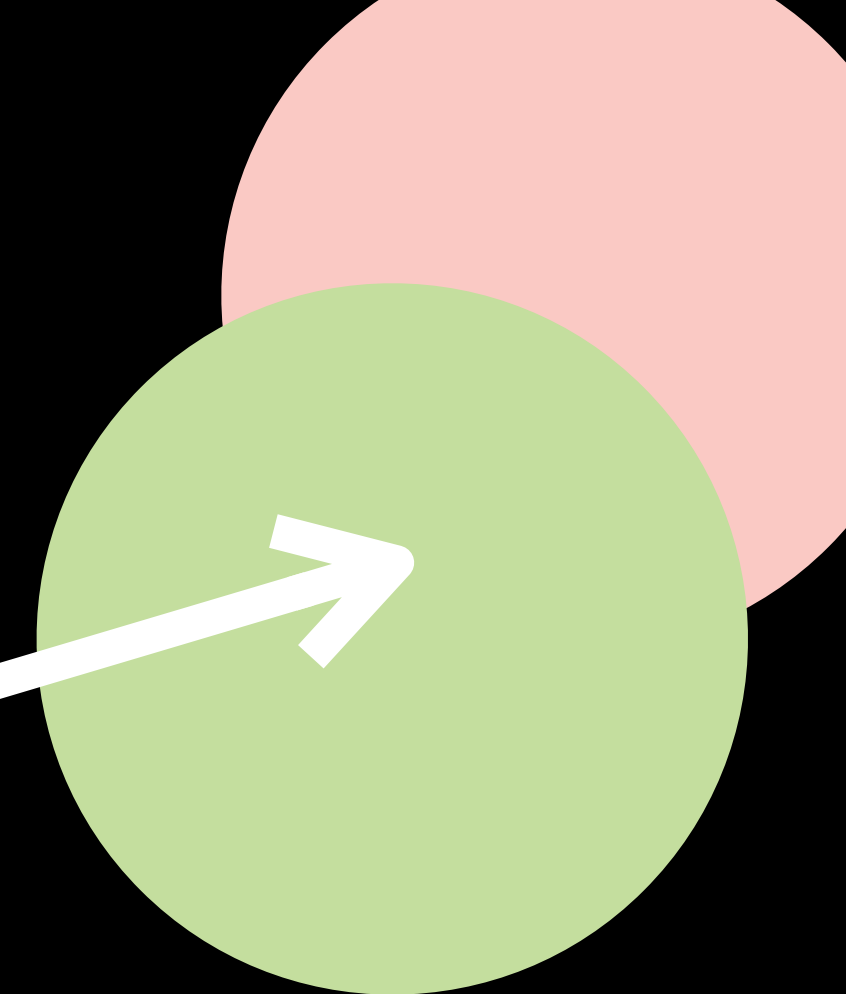
WHAT HAPPENS NEXT?

20%
OF GEN Z
FORMATIVE YEARS

PRE-COVID

COVID-19

POST-COVID

GENZ WILL BE THE BELLWETHER FOR WHAT'S NEXT

Which way will they tilt?

RESILIENCE ⟵——————⟶ TRAUMA

CONNECT ⟵——————⟶ COCOON

TRUST ⟵——————⟶ DOUBT

?

shaping future markets and workplaces, consumers and employees

MORE YOUTHFUL CITIES

This world demands the qualities of youth:
not a time of life but a state of mind,
a temper of the will, a quality of imagination,
a predominance of courage over timidity,
of the appetite for adventure over the life of ease.

DAY OF AFFIRMATION ADDRESS, UNIVERSITY OF CAPETOWN, CAPETOWN, SOUTH AFRICA, JUNE 6, 1966
Robert F. Kennedy

18

YOUTHFUL CITIES

Contact:
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robert@youthfulcities.com

Magallanes & Antartctica Chilena Region
PATAGONIA - CHILE

Ximena Castro
Regional Director, National Tourism Service
xcastro@sernatur.cl

Magallanes & Antartctica Chilena Region
PATAGONIA - CHILE

- The Magallanes and Chilean Antarctic Region is one of the 3 most important tourist destinations in the country along with Easter Island and San Pedro de Atacama.
- The Magallanes & Antarctica Region in the biggest region in the country with 132.291 km² and the second less populated with 165.593 inhabitants (2017).
- In 2019, Tourism generated a contribution to the national GDP (gross domestic product) of 3.3%, while in the Magallanes Region it generated the 10%.
- In 2018, more than a million arrivals were made by sea, air and land where the composition of visitors is 50% national and 50% foreign travellers.
- Main international markets of origin: United States, Germany, United Kingdom, France, Spain and Brazil, among others.

CHALLENGES
- Breaking seasonality, generating year-round tourism
- Diversify the destination
- Develop sustainable tourism in the territory
- Increase employment, training and preparing our young people
- Strengthen the Promotion and Marketing campaigns.
- Tourism as a development engine for local communities

IMPORTANCE OF DATA for Strategic Planning:

- Efficient use of resources
- Decision making for both the public and private sectors
- Segmentation of markets and travellers, defining more precisely which markets to invest in (What / How / When).
- Raise the profile of the traveller: what are they looking for, what motivates them to choose a destination
- Public Investments: infrastructure, connectivity, basic services, communications, security
- Investments from the private world: new ventures.

Ximena Castro
Regional Director, National Tourism Service
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