

From tourism to the Experience Economy: Transformation through service innovation

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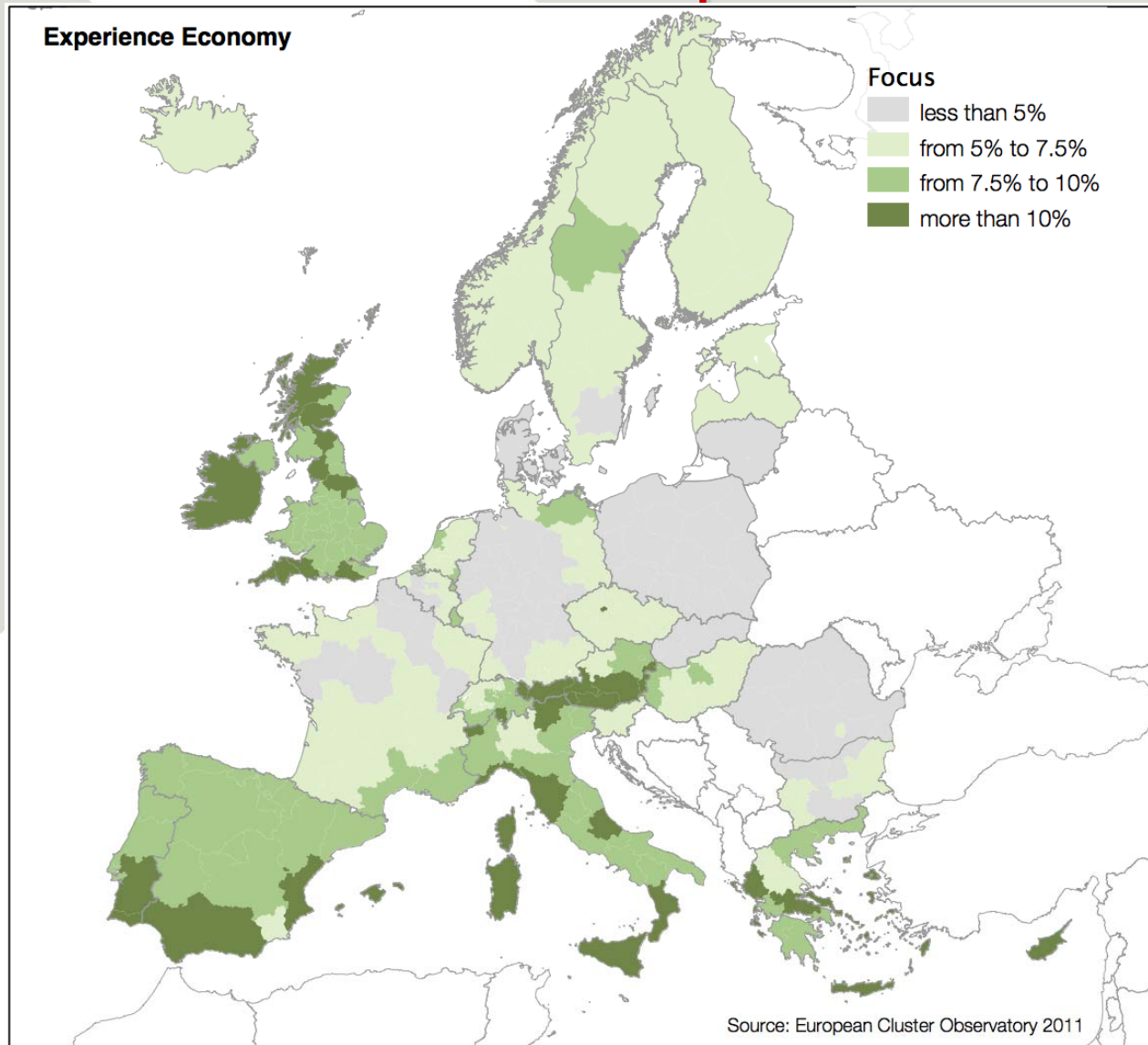
Support for Industrial Innovation – D2



European Commission
Enterprise and Industry

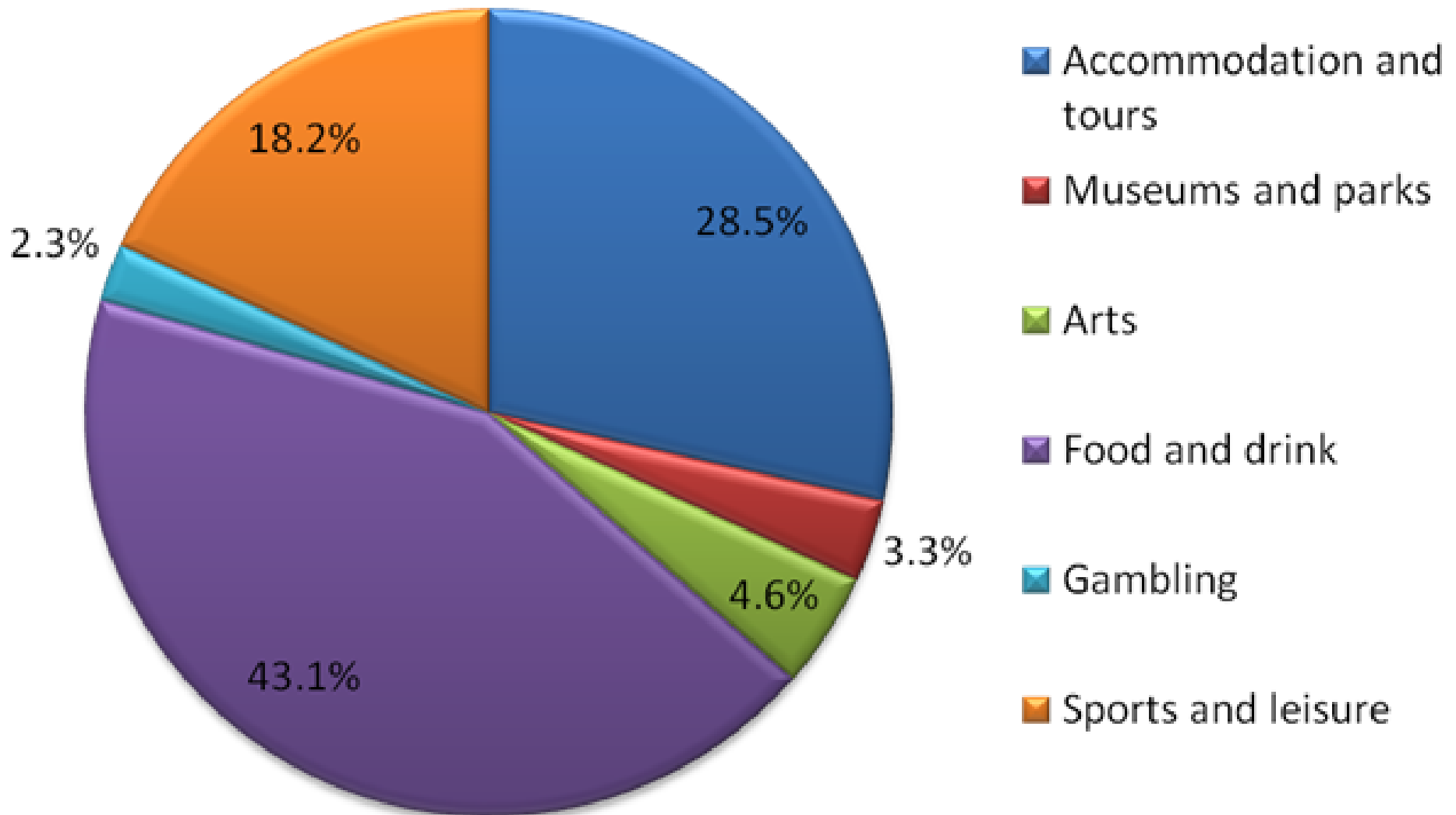
**“Innovating in tourism by knowledge and creativity”,
EU Awareness raising Event on Service Innovation,
Faro, 07.10.2011**

EU regional focus on the experience economy



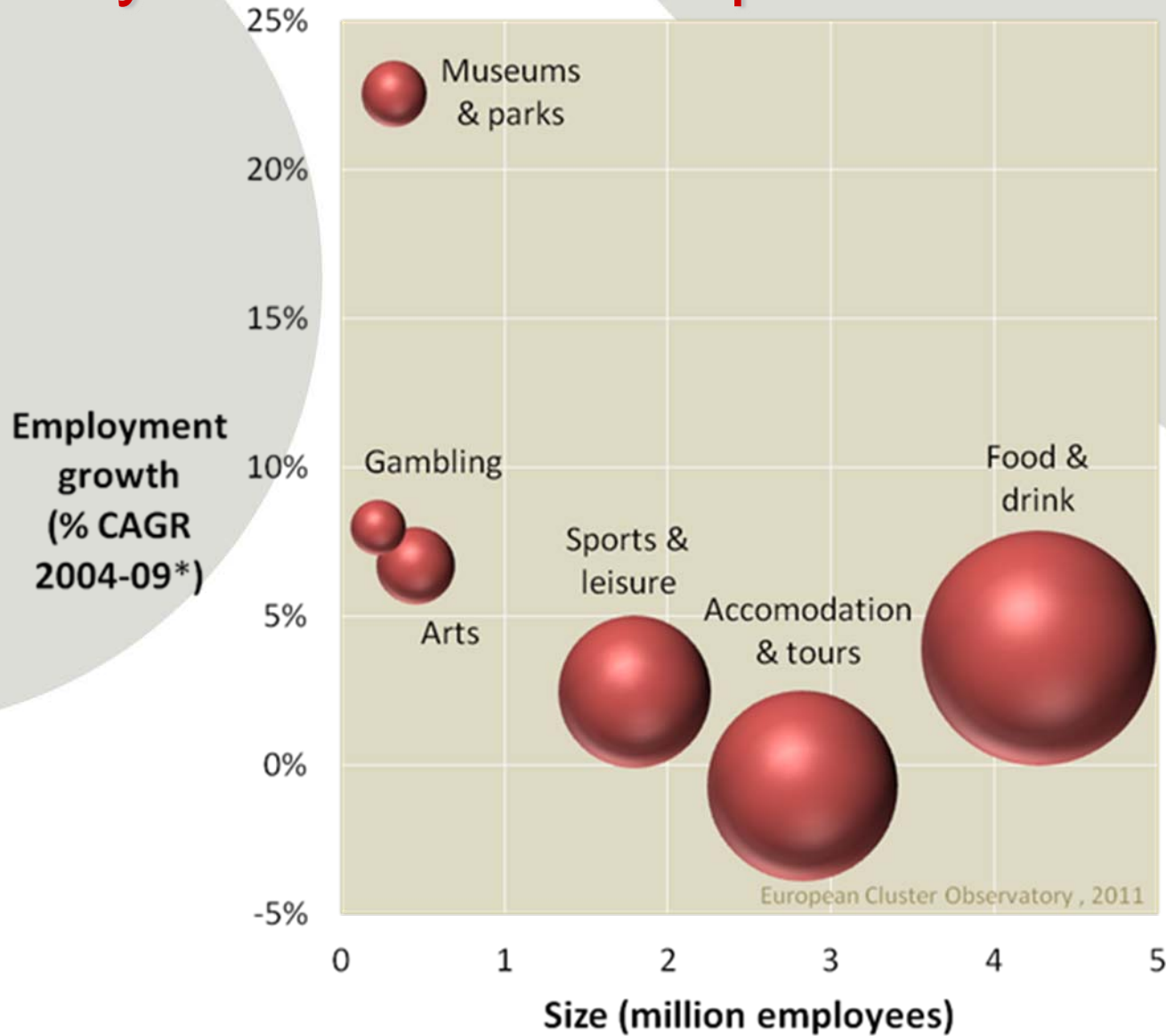
European Cluster Observatory (2011) Tourism and the experience economy in Europe (forthcoming)

Slices of the experience economy pie

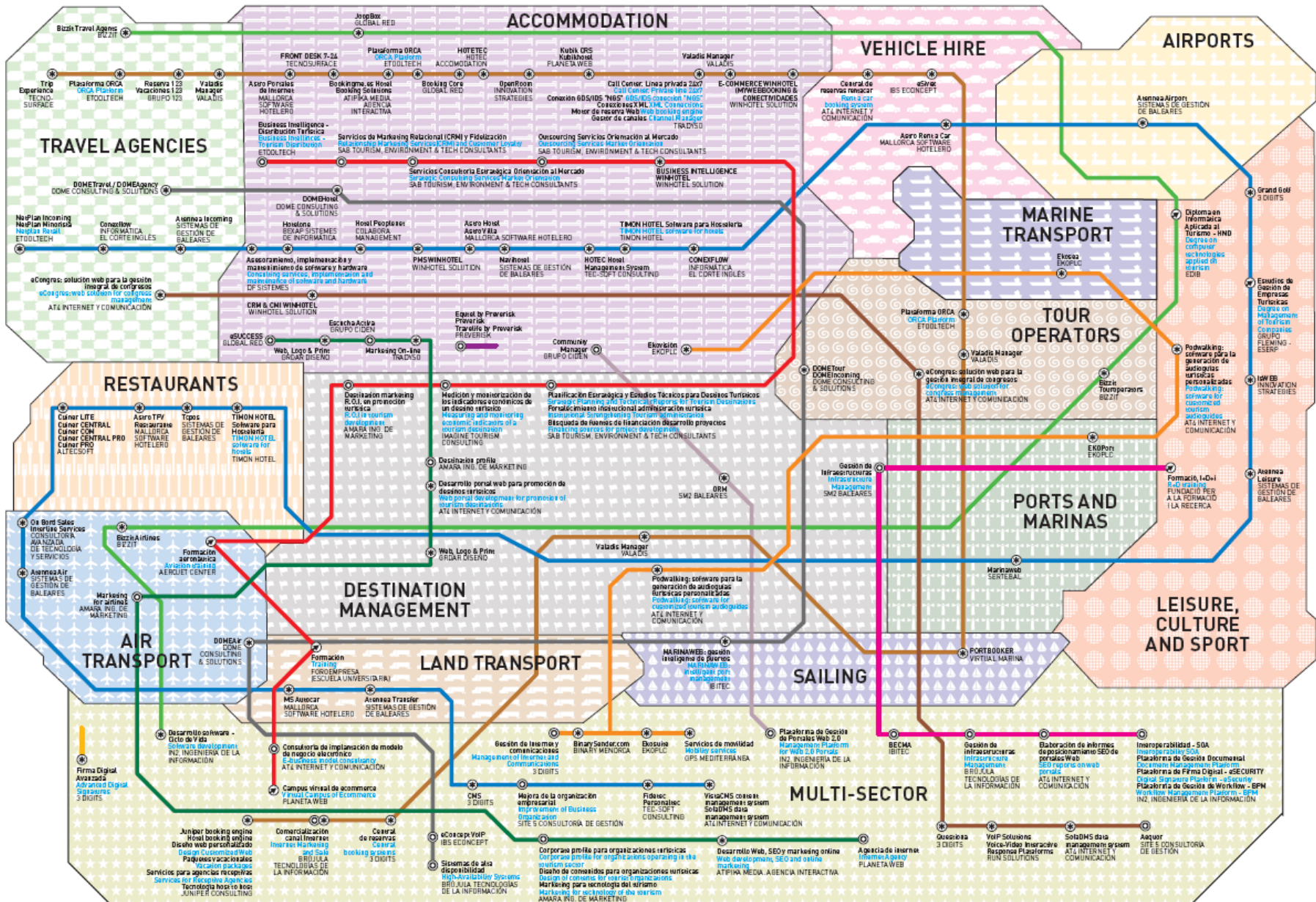


Employment share (percentages) of the subsectors of the overall around 9.9 million people employed within the experience economy
Source: European Cluster Observatory (2011) Tourism and the experience economy in Europe (forthcoming)

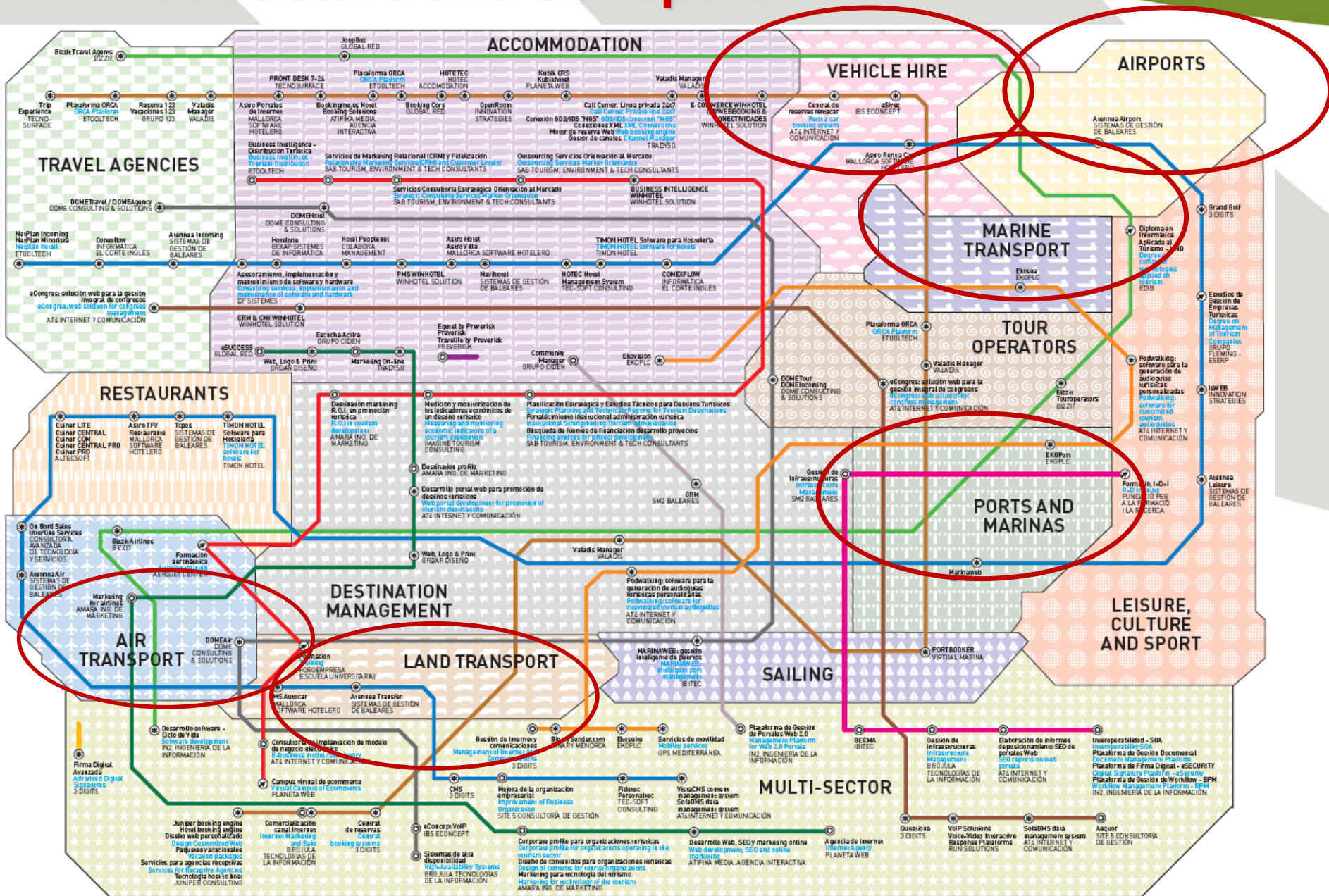
Dynamism of the experience economy



turistTEC Balearic Islands cluster map

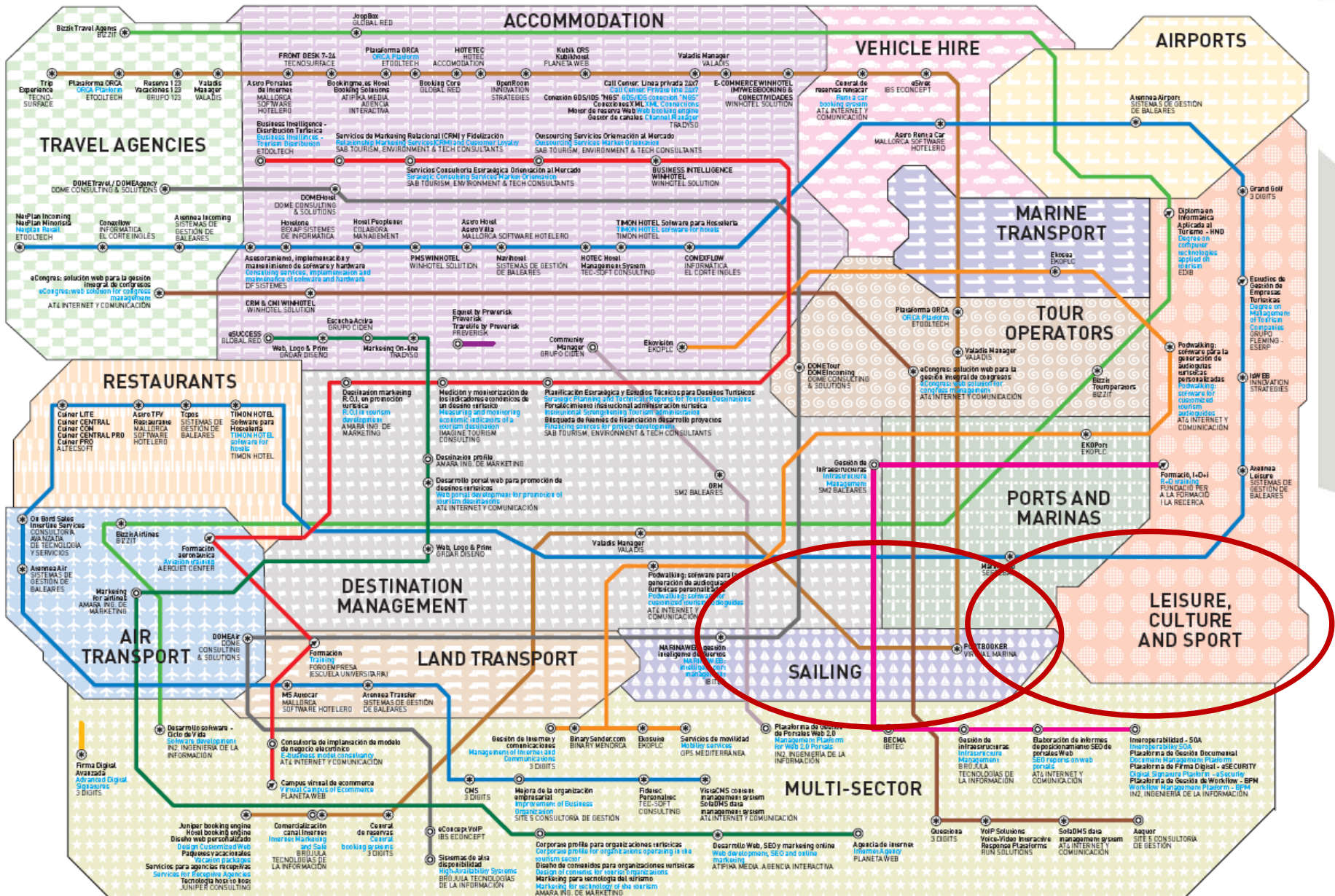


1. Infrastructure and transport



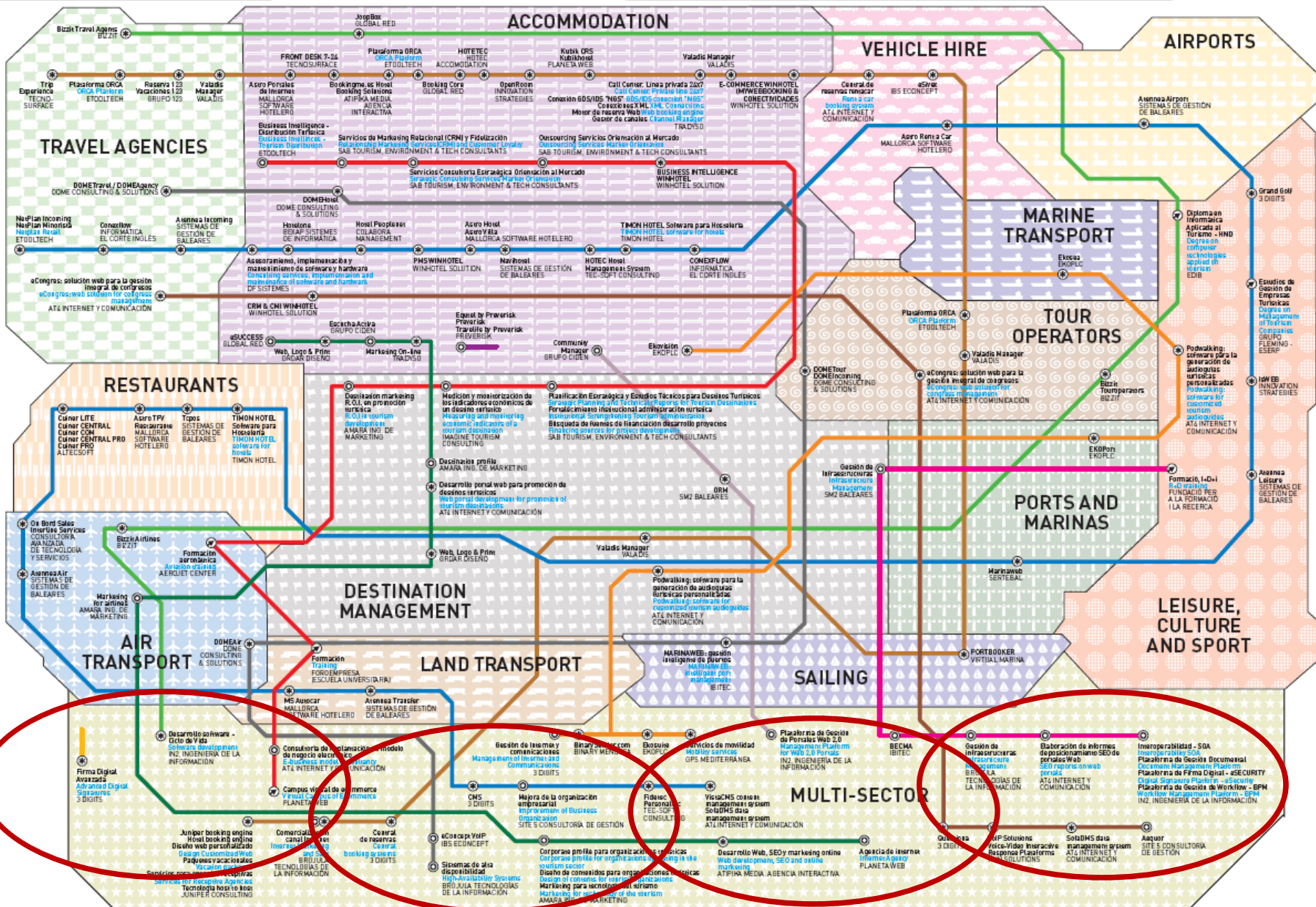
Source: http://descargas.turistec.org/mapa_soluciones_I.pdf

3. Leisure, culture and sport



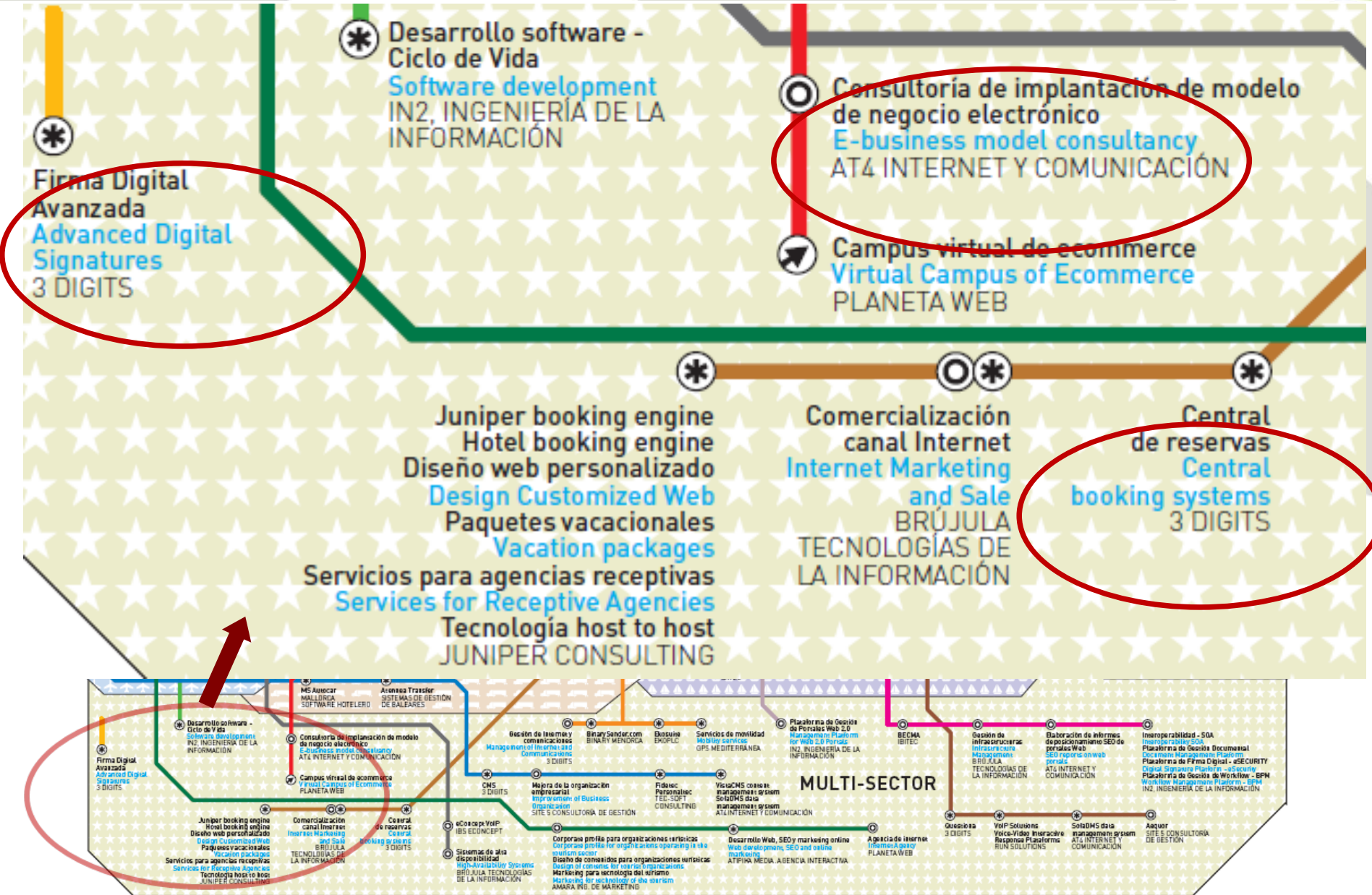
Source: http://descargas.turistec.org/mapa_soluciones_I.pdf

4. Emerging competences, new markets



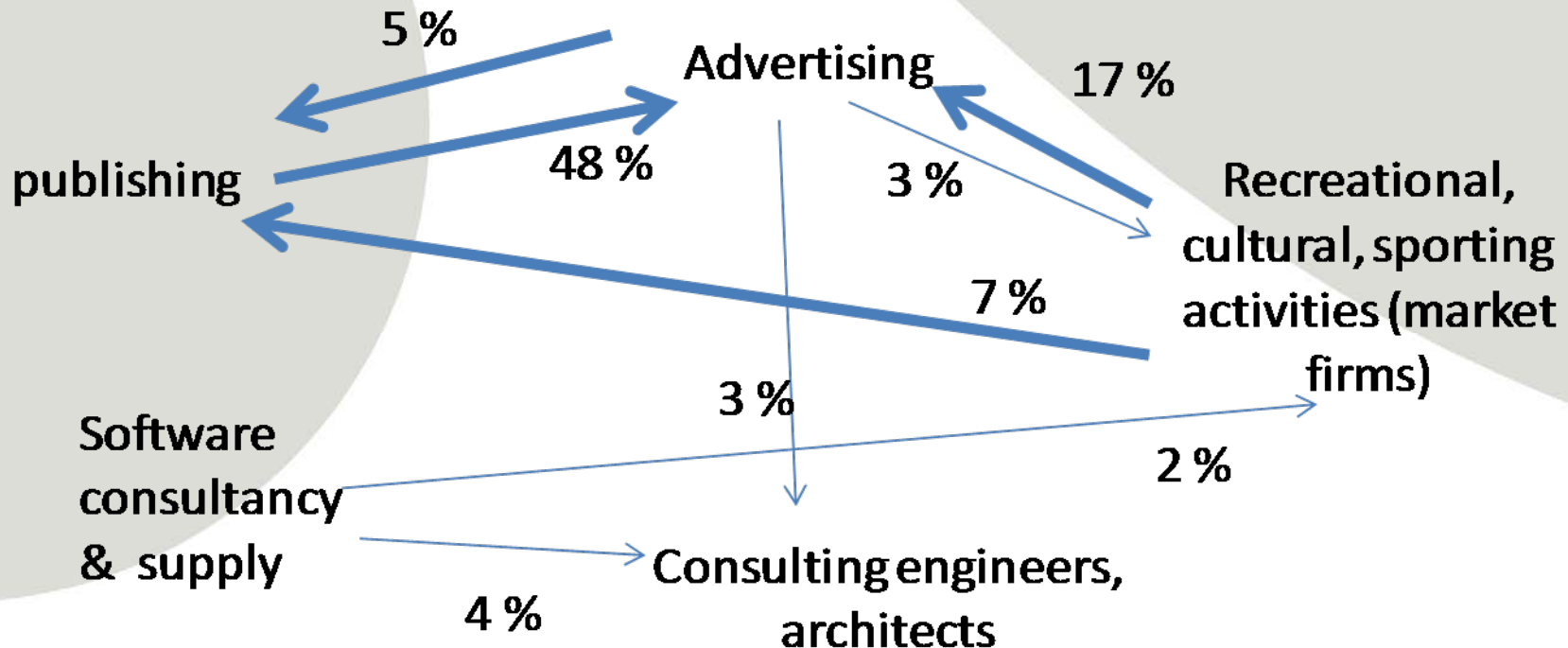
Source: http://descargas.turistec.org/mapa_soluciones_I.pdf

4. Emerging competences, new markets



Supply chain linkages

between creative industries and the experience economy



Source: European Competitiveness Report 2010 using WIFO illustration based on Danish Input-output table by price unit, supply, use, supplying industries.

Notes: The numbers represent the share of intermediate production in total production.

http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=6222

Thank you for your attention!

**Support for Industrial Innovation Unit,
Industrial Innovation and Mobility Industries Directorate
European Commission, Enterprise and Industry Directorate-General**

For more information please contact : Entr-support-for-innovation@ec.europa.eu

<http://www.proinno-europe.eu>

<http://www.europe-innova.eu>

European Cluster Observatory

<http://www.clusterobservatory.eu>

Creative industries – Selected studies and reports:

http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/251911

Expert Panel on Service Innovation in the EU (2011) final report

<http://www.europe-innova.eu/web/guest/innovation-in-services/expert-panel/publications>