



REPUBLIC OF SAN MARINO

REGULATION NO. 6 of 10 April 2008

We the Captains Regent of the Most Serene Republic of San Marino

*Having regard to Article 12, paragraph 4 of Law no. 22 of 27 January 2006;
Having regard to Congress of State Decision no. 26 adopted during its sitting of 17 March 2008;
Having regard to Article 5, paragraph 5 of Constitutional Law no. 185/2005 and to Article 13 of
Qualified Law no. 186/2005;
Promulgate and order the publication of the following Regulation:*

IMPLEMENTING REGULATION OF TOURISM OBSERVATORY

Art.1

(Subject)

This Regulation shall include rules, procedures for the operation and composition of the Tourism Observatory referred to in Article 12 of Law no. 22 of 27 January 2006.

This Regulation shall be referred to as the "Regulation of the Tourism Observatory".

Art. 2

(Objectives)

The Tourism Observatory shall be a necessary tool for tourism planning and, acting as a true information system of demand, supply and marketing, it shall ensure the continuous and systematic collection of information on tourist flows from the Italian and international markets.

The Tourism Observatory shall be entrusted with carrying out surveys, polls, monitoring, market analysis and forecasts in order to:

- a) provide the Ministry of Tourism with periodic information on tourist flows, necessary to carry out its duties;
- b) outline supply and demand development scenarios;
- c) provide useful information to the tourism planning bodies and the Ministry of Tourism in the drafting of the Three-Year Plan and the Annual Plan;
- d) anticipate trends, manage data and tourism-related news. Its main objectives shall be:
 - providing forecasts, short-term and final information;
 - involving operators and managers of tourist businesses to outline tourist trends and obtaining reliable estimates of direct and indirect tourist flows;
 - ensuring the reliability and security of the information system;
 - disseminating available performance data;
 - being an actual support tool for the promotion and marketing of the Republic of San Marino;
 - providing public and private tourist operators with an effective overview of the market through the information generated.

In detail, the Tourism Observatory shall provide:

- estimates of tourist and day-visitor flows according to origin, mode of arrival, reason for visit/stay and any other information useful to this purpose;
- continuous analysis of the situation to check trends in relation to the strategic objectives, providing indications on the effectiveness of tourist promotion in Italy and abroad, highlighting the main features of tourists visiting the Republic of San Marino and identifying the measures to be taken in order to improve the performance of the sector;
- monitoring of trends in Italian and international tourism;
- communication and dissemination of tourism performance.

Art. 3

Tourism Observatory's Tools

The Tourism Observatory shall contribute with data, information and statistical studies to the drawing up of the Three-Year Plan and the Annual Plan of tourist promotion in agreement with the Minister of Tourism and shall participate, through a representative with advisory functions in the meetings of the CVB (Convention & Visitors Bureau of the Republic of San Marino) and the Council for Tourism.

To make this contribution, the Tourism Observatory shall be equipped with tools and a monitoring system to obtain timely and correct information on tourist trends.

Such tools shall include:

- *the Tourist Operators Panel*, consisting of San Marino tourist operators divided according to the types of tourist accommodation and incoming agencies;
- *a representative sample of tour and bus operators*, to be chosen on the basis of data regarding the origin of foreign tourists, operating in the main foreign countries generating tourist flows to the Republic of San Marino;
- *estimates on institutional sources*. By using the already operational system, the survey shall consider the official data system based on self-reporting by accommodation operators;
- *estimates on indirect sources and data*. The Observatory shall implement a parallel quantitative survey system, obtained from indirect sources and data, to check and support strictly tourist assessments. The Observatory shall adopt an indexed survey system with data taken from various sources, including: the Rimini-San Marino International Airport, museums, exhibitions, shopping centres and outlets, shops, the cable car, fuel stations and other sources providing short-term data.

Art. 4

(Operation)

The San Marino Tourism Observatory shall be an operational tool of the Ministry of Tourism on behalf of which it shall collect information and operate in the territory. It shall operate by means of the following organisational procedures:

1. a monthly survey of one-day visitors' flows based on:
 - a) analysis of the flow of cars and buses to the Republic of San Marino;
 - b) periodic random field surveys;
2. monthly tourist flow survey based on:
 - a) statements by all hotel and non-hotel accommodation facilities and the Tourist Operators' Panel;
 - b) ad hoc surveys, as necessary;
3. dissemination of data on a quarterly basis in the Statistical Bulletin, issued by the Economic Planning and Data Processing Office and sent to all interested bodies and trade associations. The Observatory shall also provide for the dissemination to the public of data in the press, usually on a monthly basis.

Art. 5
(Composition)

The Tourism Observatory shall include, by a decision of the Congress of State on the proposal of the Minister of Tourism, individuals or companies with proven experience and professionalism, chosen from among experts for the continuous monitoring of the tourism system.

The members shall be appointed by means of a special agreement, which may also be biennial and renewable with at least three-month notice.

Art. 6
(Steering Committee)

In order to support the activity of the Tourism Observatory, the Minister of Tourism shall appoint a Steering Committee composed of six members and chaired by the Director of the State Office for Tourism. Its members shall remain in office for two years and may be reappointed.

The Steering Committee shall be composed of:

- a) the Director of the State Office for Tourism, acting as Chairman;
- b) a representative of the Ministry of Tourism;
- c) the Director of Economic Planning, Data Processing and Statistics Office
- d) a representative appointed by each of the Tourism Trade Associations.

The Steering Committee shall meet at least once a year, when convened by the Chairman or at the request of at least half of its members, shall have an advisory role and shall provide opinions, proposals and suggestions on the activities to be carried out by the Tourism Observatory. The meetings of the Steering Committee may be attended, in an advisory capacity, by the public and private entities, which collaborate in the activity of the Observatory, such as GAPS (Autonomous State Car Parks Management Service), San Marino 2000 Tour Operator Consortium and similar entities, as well as the entities entrusted with the implementation of the Observatory, referred to in Article 6 above.

Done at Our Residence, on 10 April 2008/1707 since the Foundation of the Republic

THE CAPTAINS REGENT
Rosa Zafferani –Federico Pedini Amati

THE MINISTER OF
INTERNAL AFFAIRS
Valeria Ciavatta