Applications of Quality and Performance Measurement Tools for Destinations

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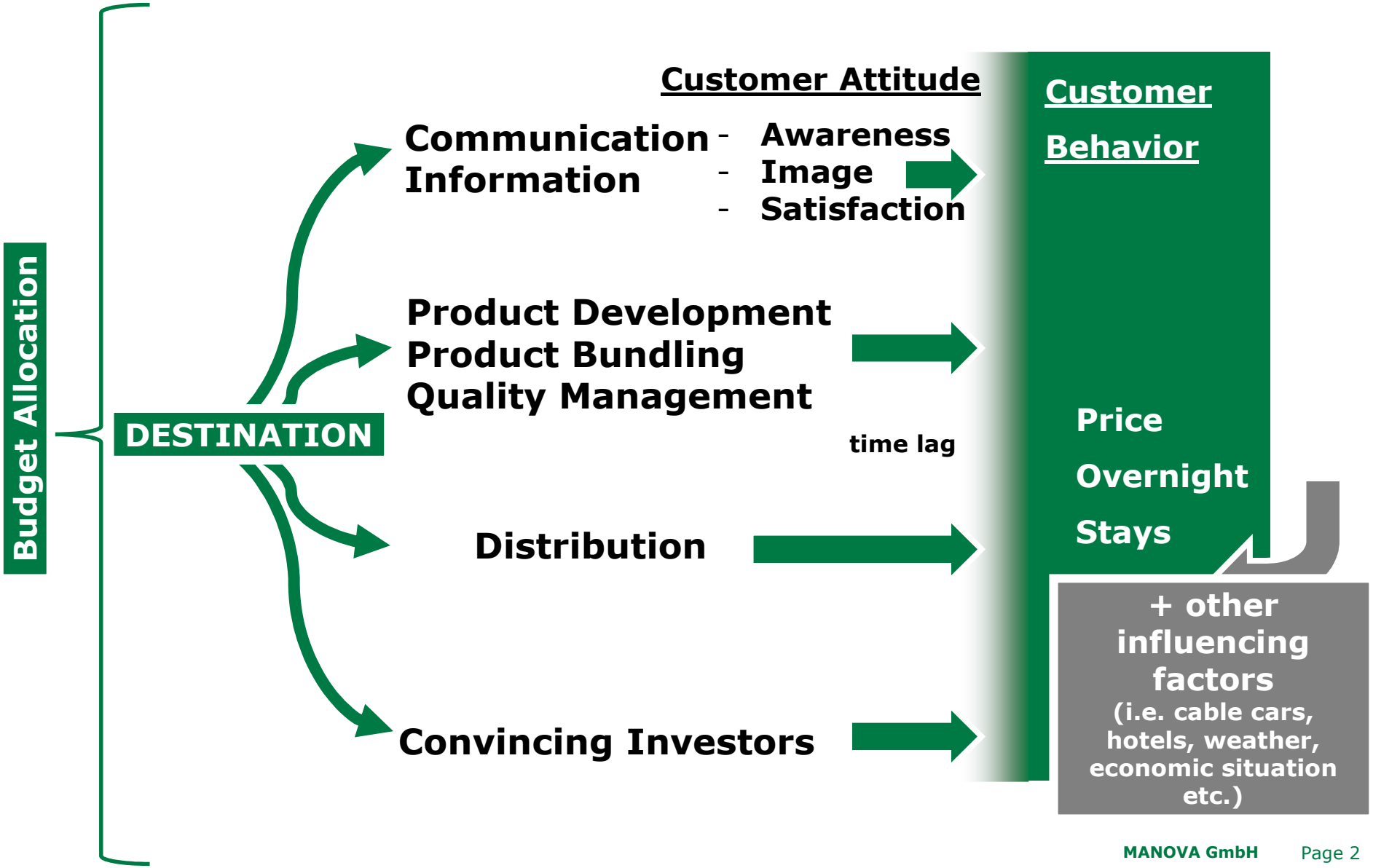
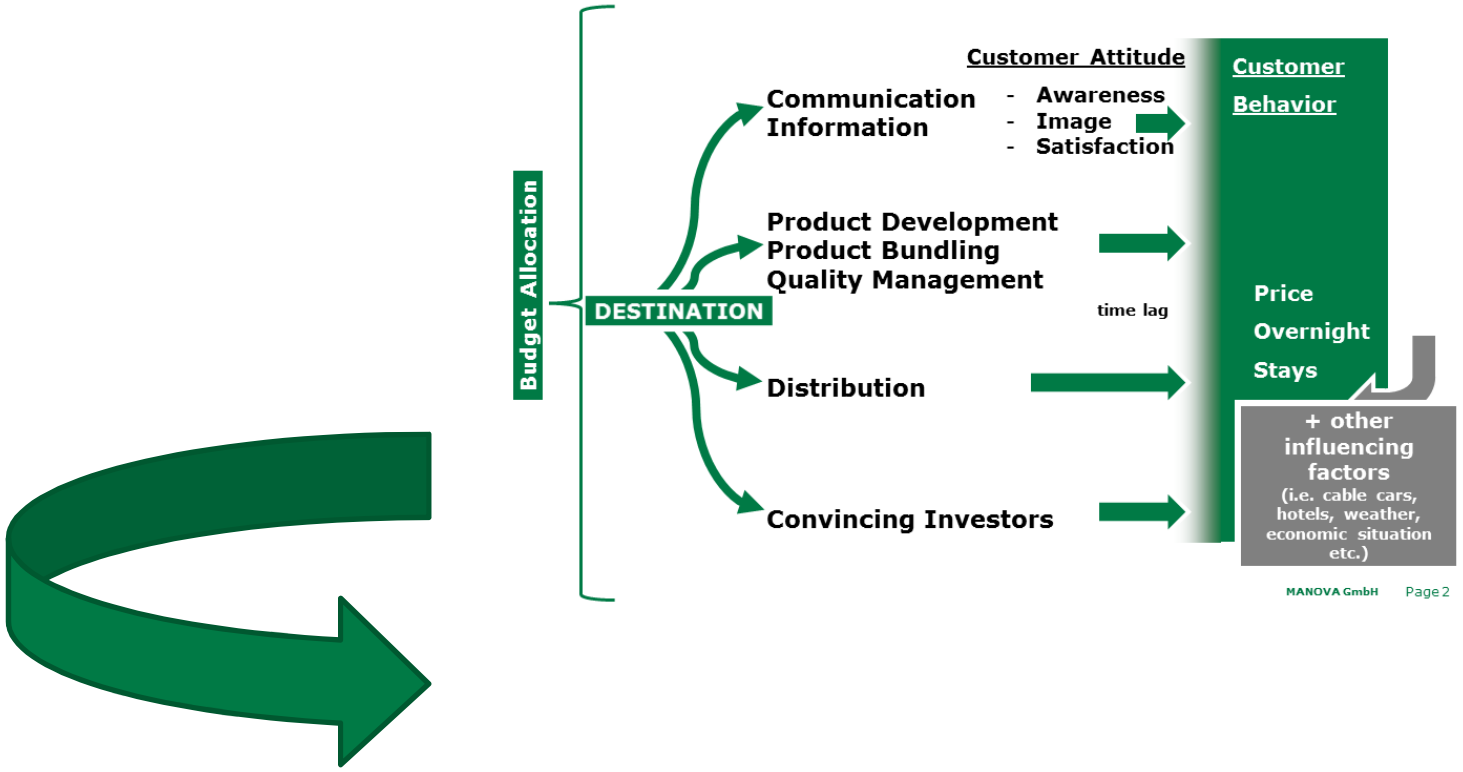
Tasks of tourist destinations



Business intelligence: data driven tools



The complex tourism system with a lot of small players may hardly develop business intelligence….syndicated solutions

Business intelligence

WEBMARK

...intelligence...

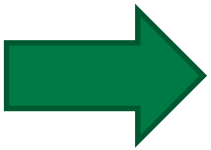
Overnight as central figure is only partly intelligent

Learning by longitudinal comparisons = time series

Learning by cross-sectional comparisons = benchmarking

WEBMARK –
Data warehousing and reporting system as marketing intelligence solution

Measuring input and output…



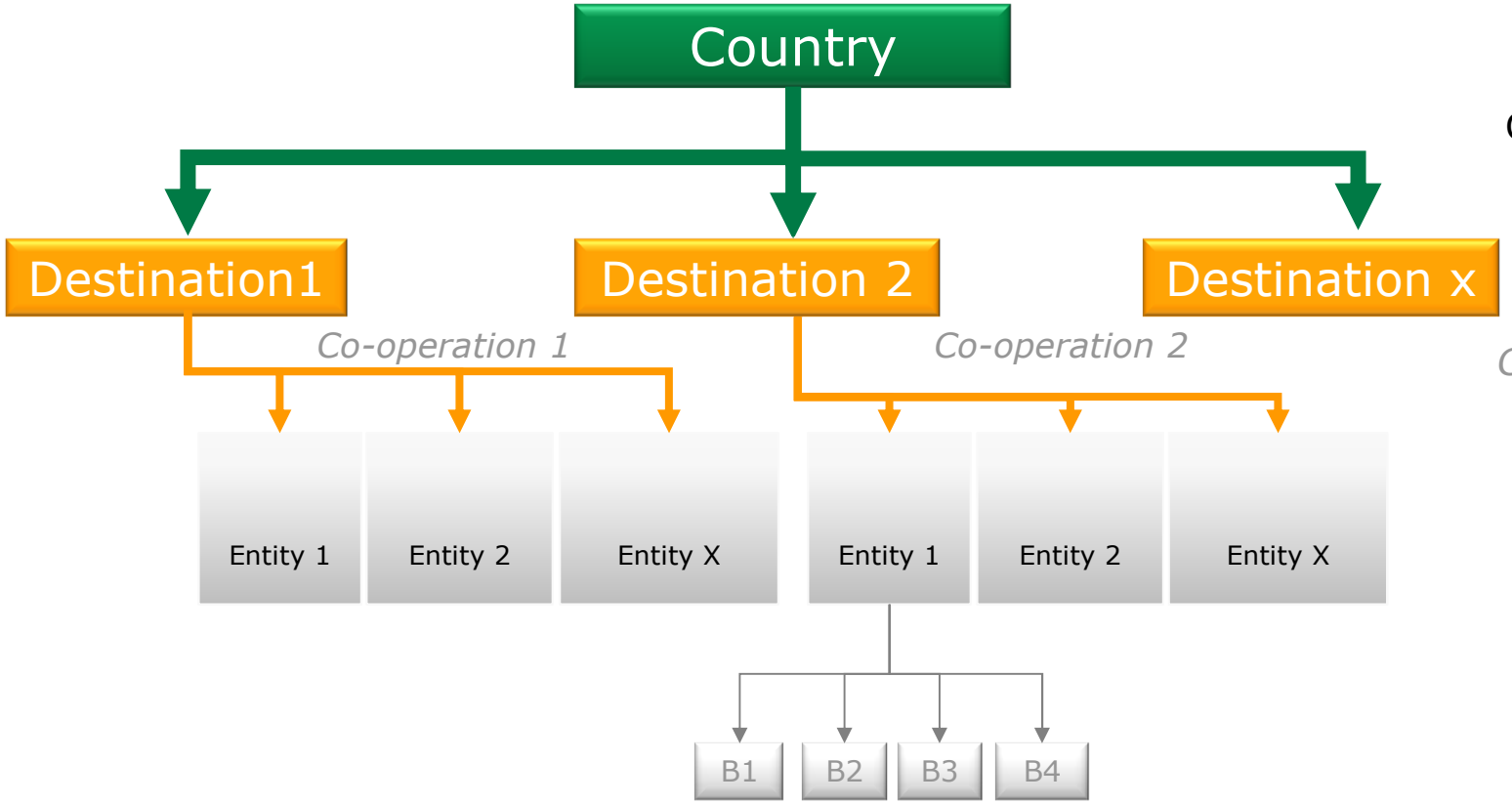
Input

- Allocation of Funds
- Staffing
- Infrastructure
- Marketing
- etc.

Output

- Quality Destination/DMO
- Quality Businesses
- Image / Awareness
- Inquiries/ Overnight Stays
- Obtained Price
- Etc.

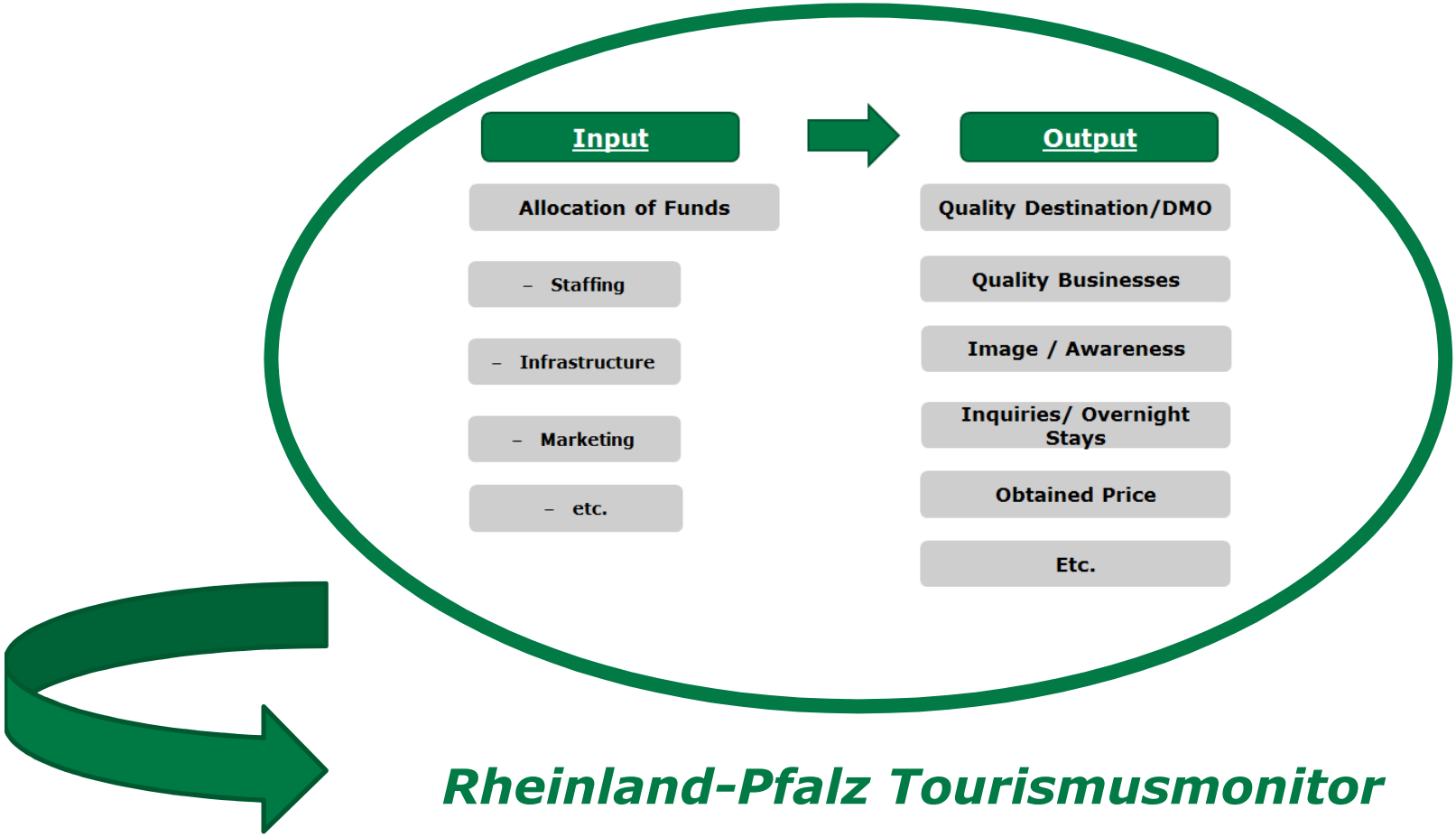
...for all levels



Aggregation for all upper levels
Benchmarking at least on same level

On the business level, all touristic service providers such as accommodations, cable cars or tourist attractions can be included.

TOURMON – Covering Input and Output

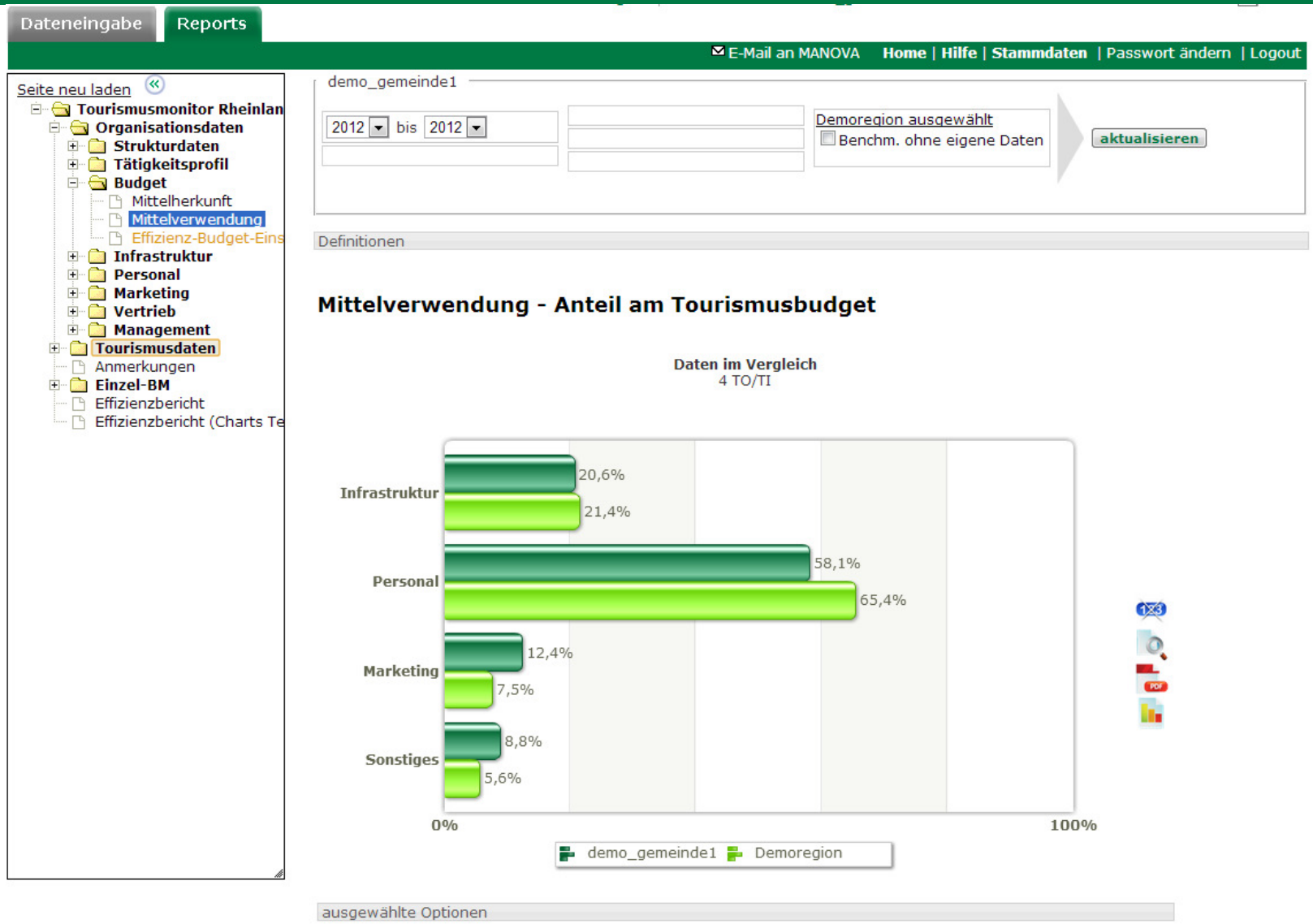


Rheinland-Pfalz Tourismusmonitor

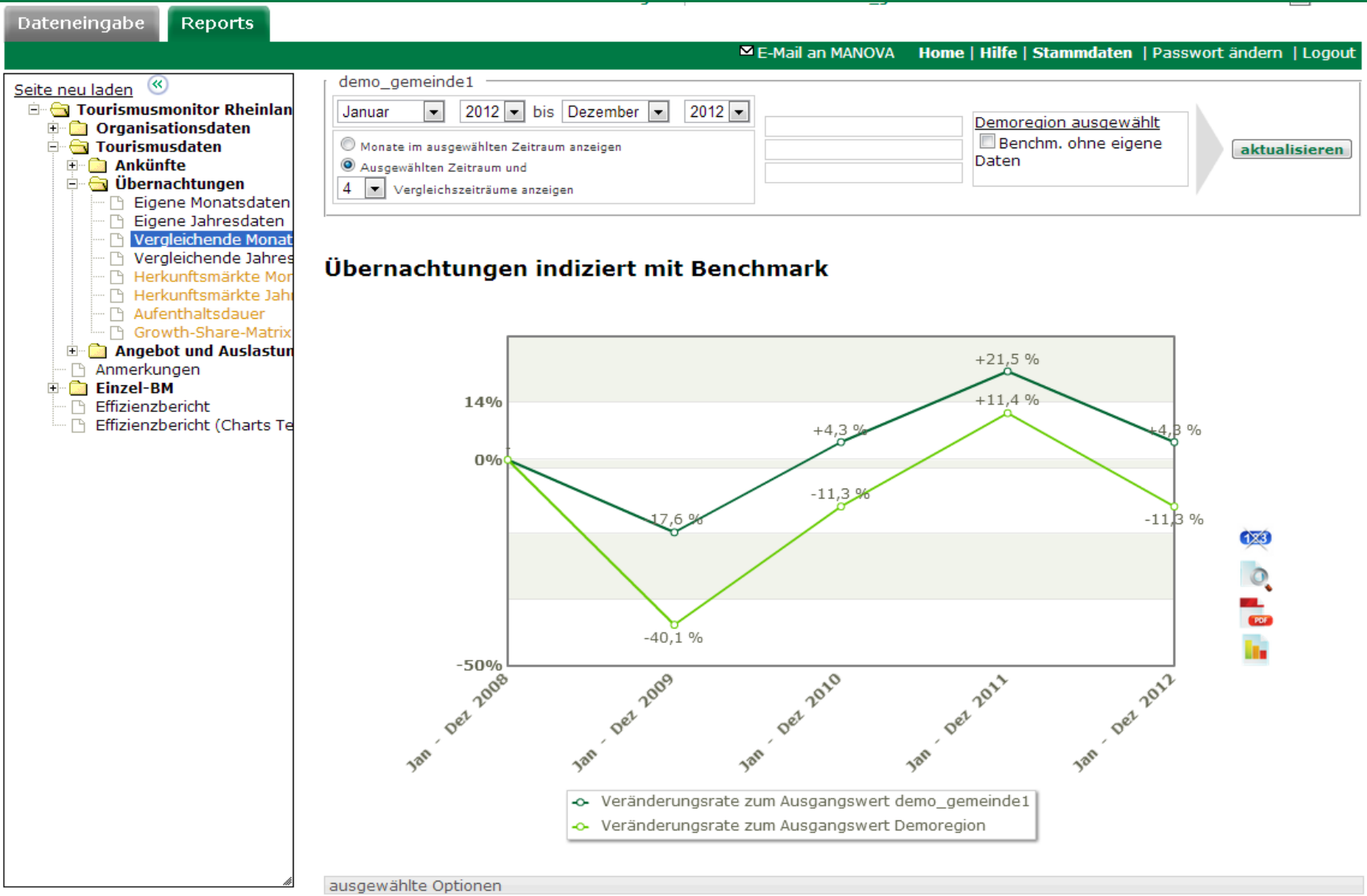
TOURMON – Evaluating DMO's performance/efficiency

Key figures for a broad variety of influencing factors and performance measures draw a realistic picture of DMO performance.

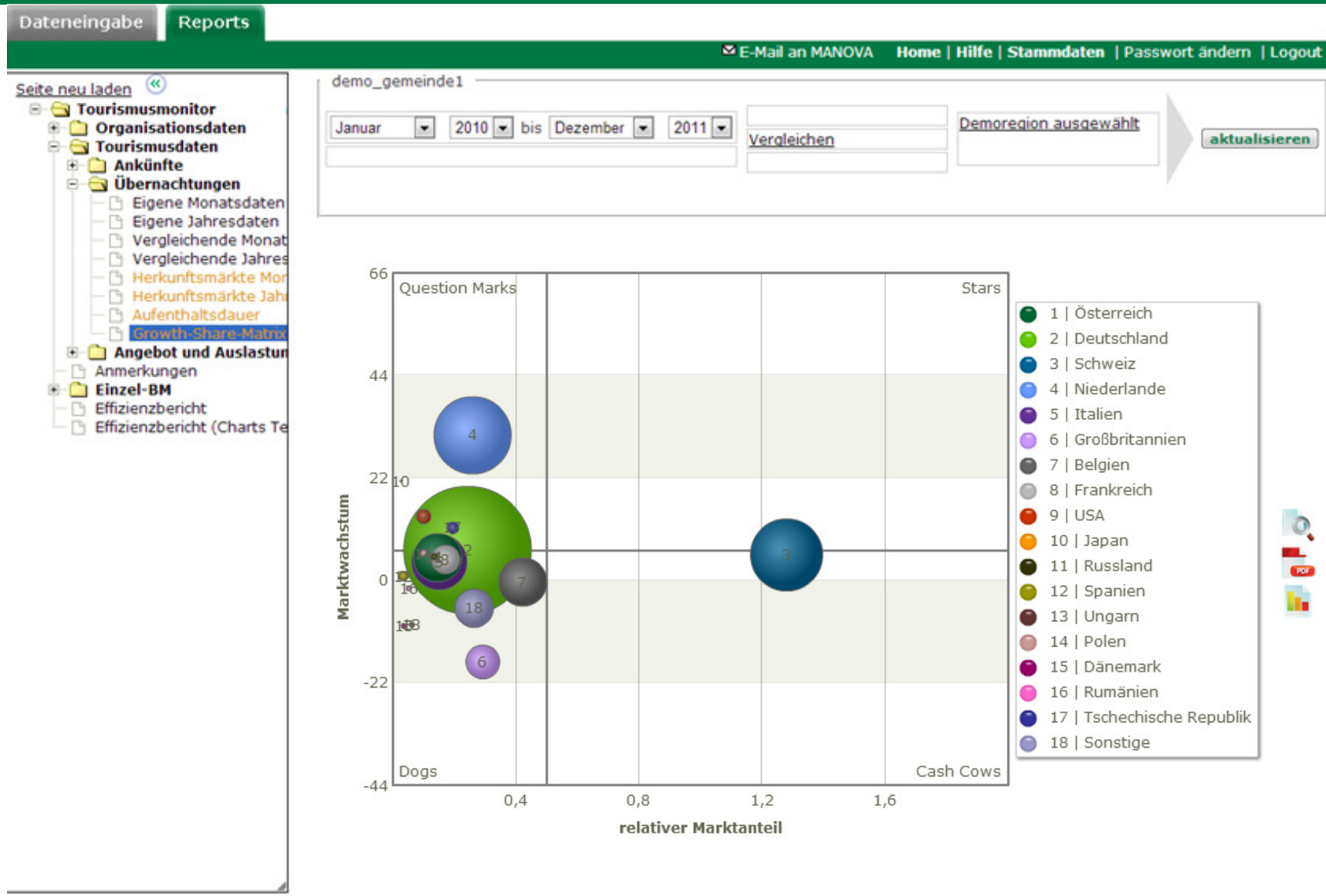
TOURMON – Application of budget funds



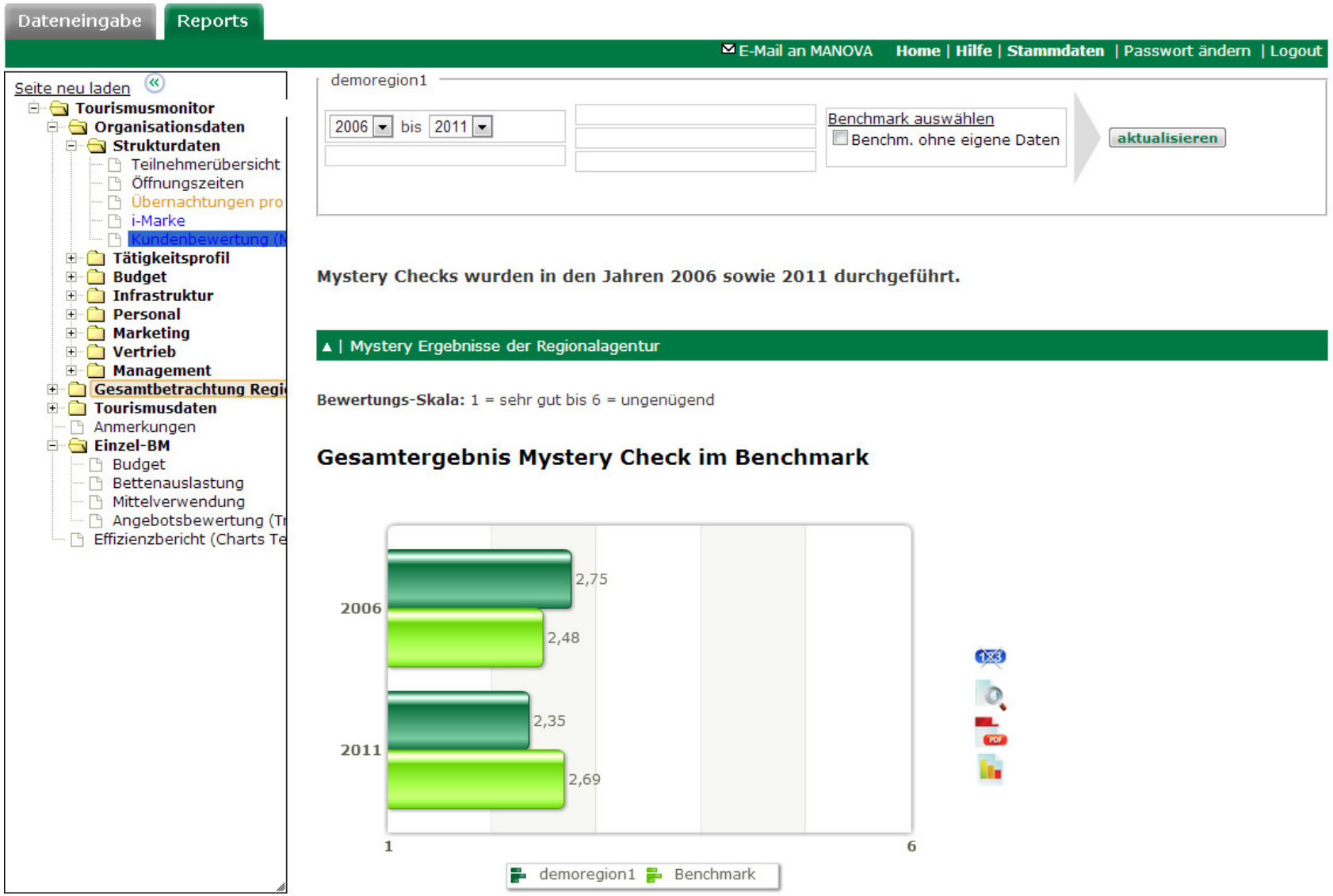
TOURMON – Overnight Stays with individualized benchmarks



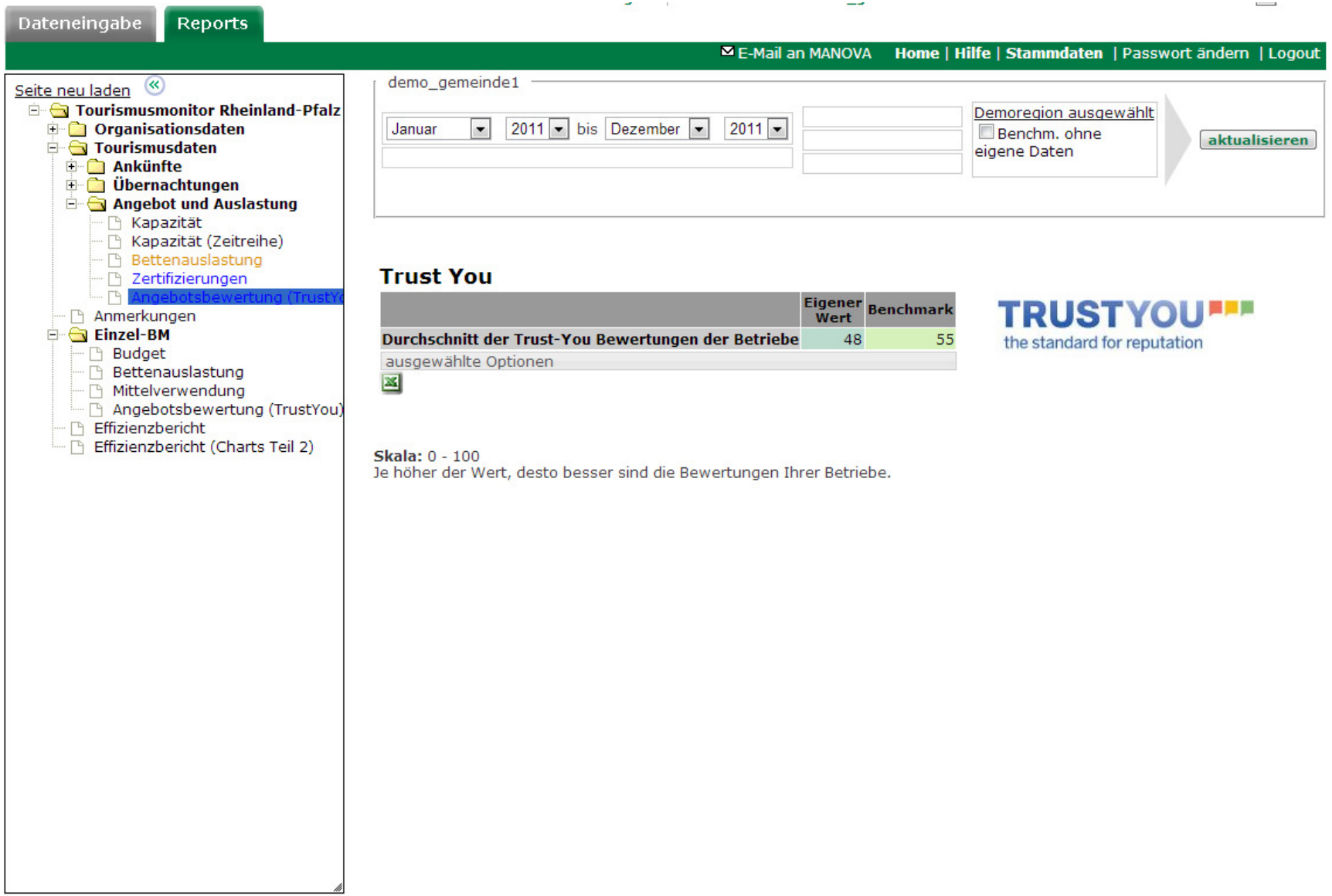
TOURMON – Growth-Share-Matrix



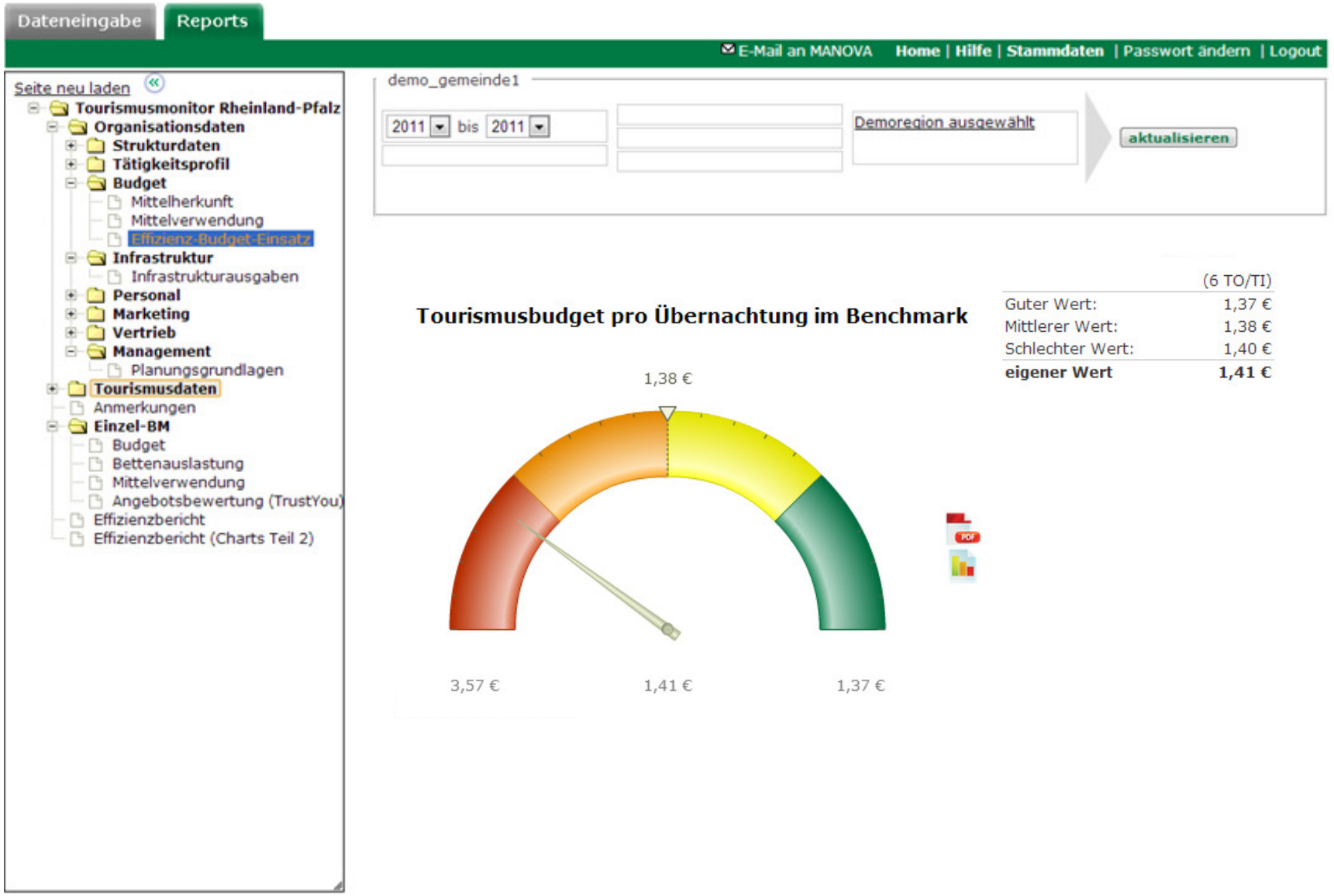
TOURMON – Mystery Checks



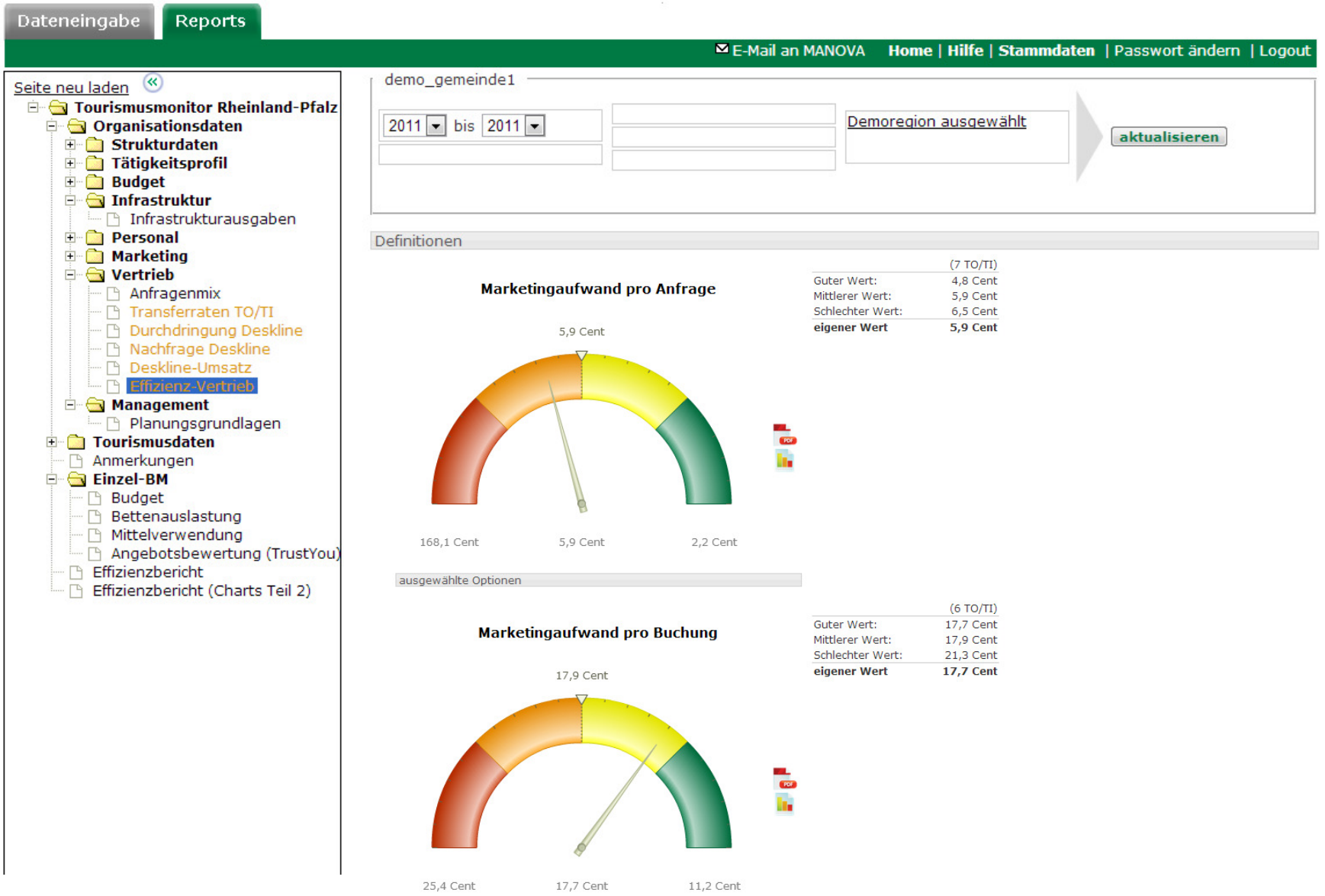
TOURMON – „Trust You"-Assessment

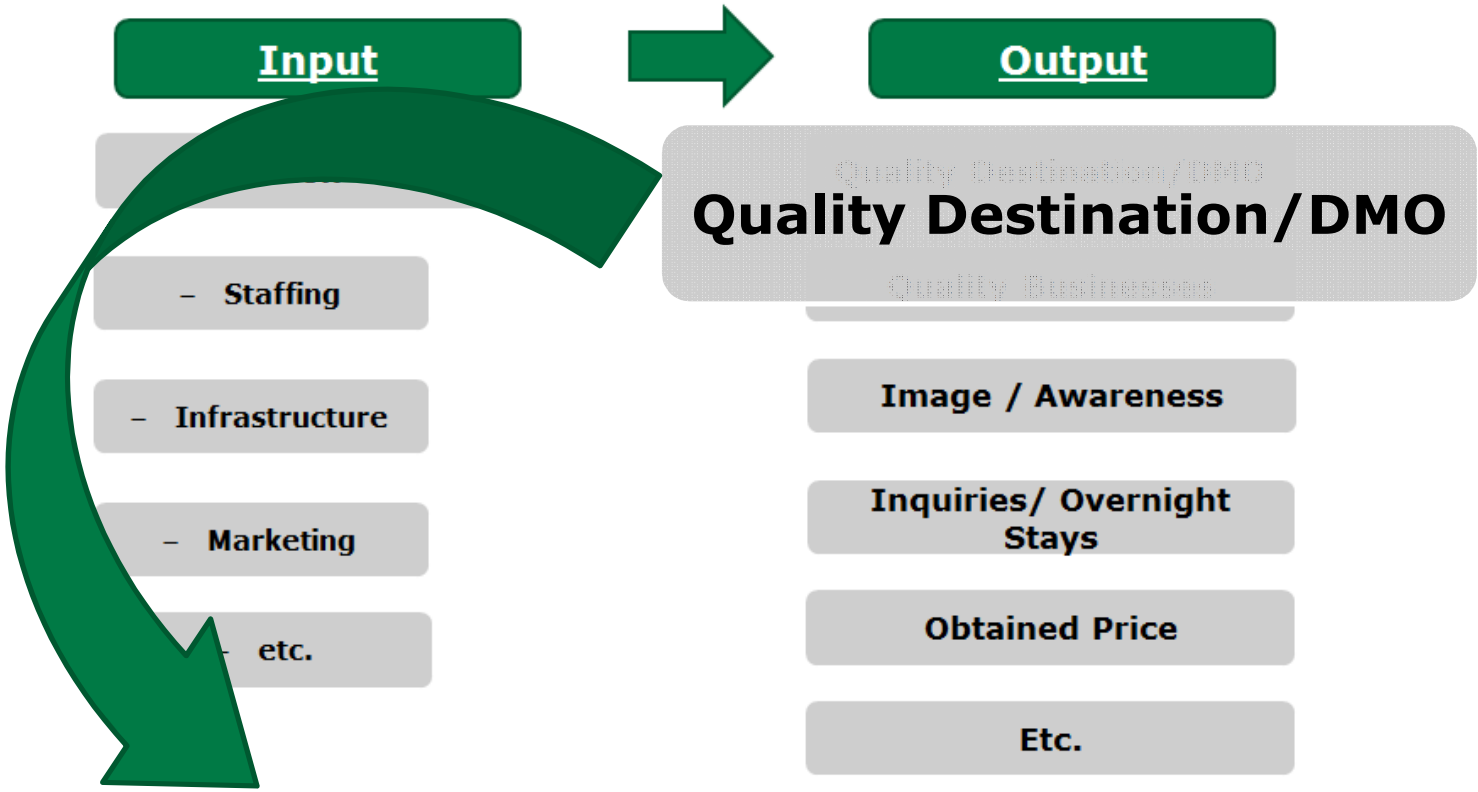


TOURMON – Budget funds per overnight stay



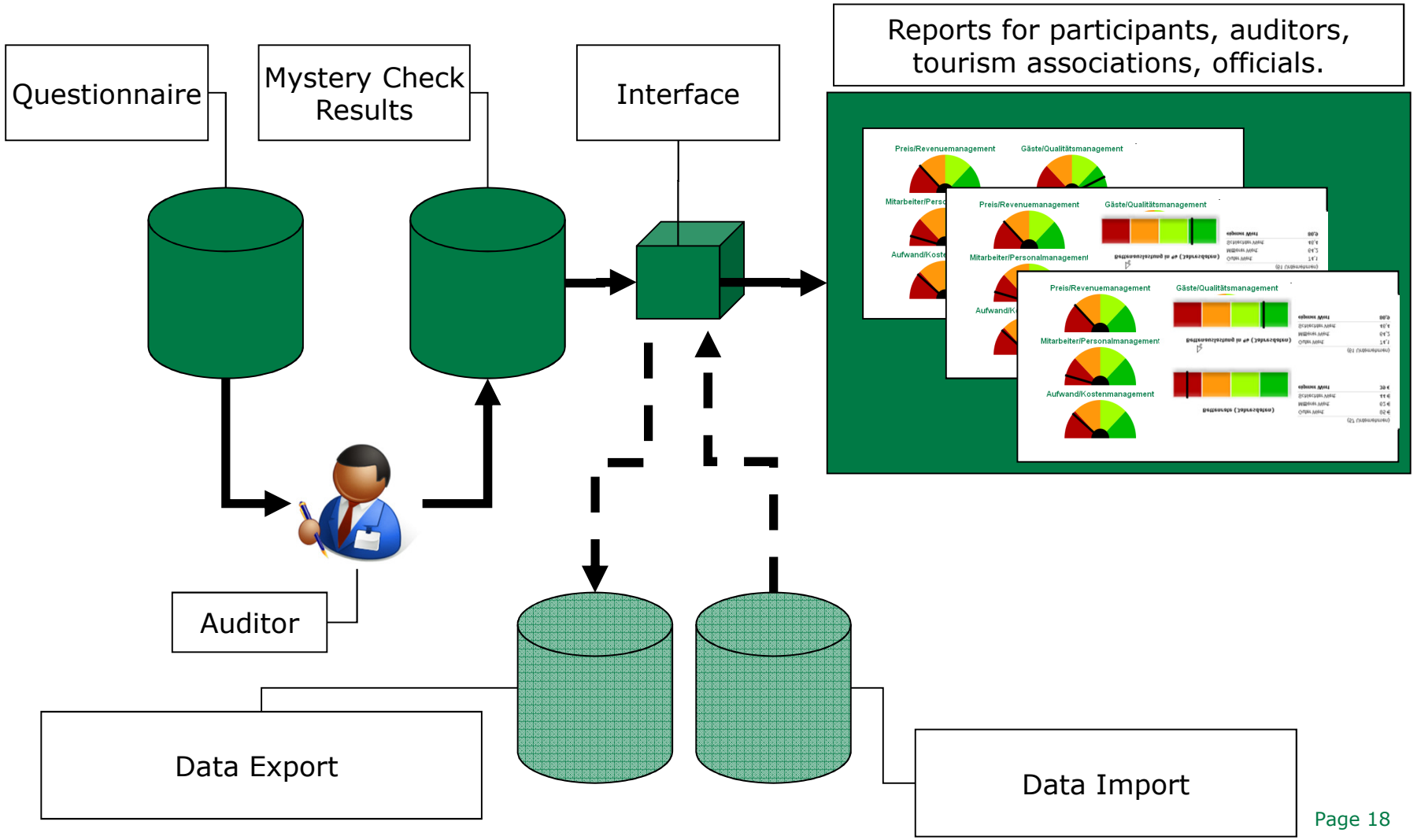
TOURMON – Efficiency of distribution

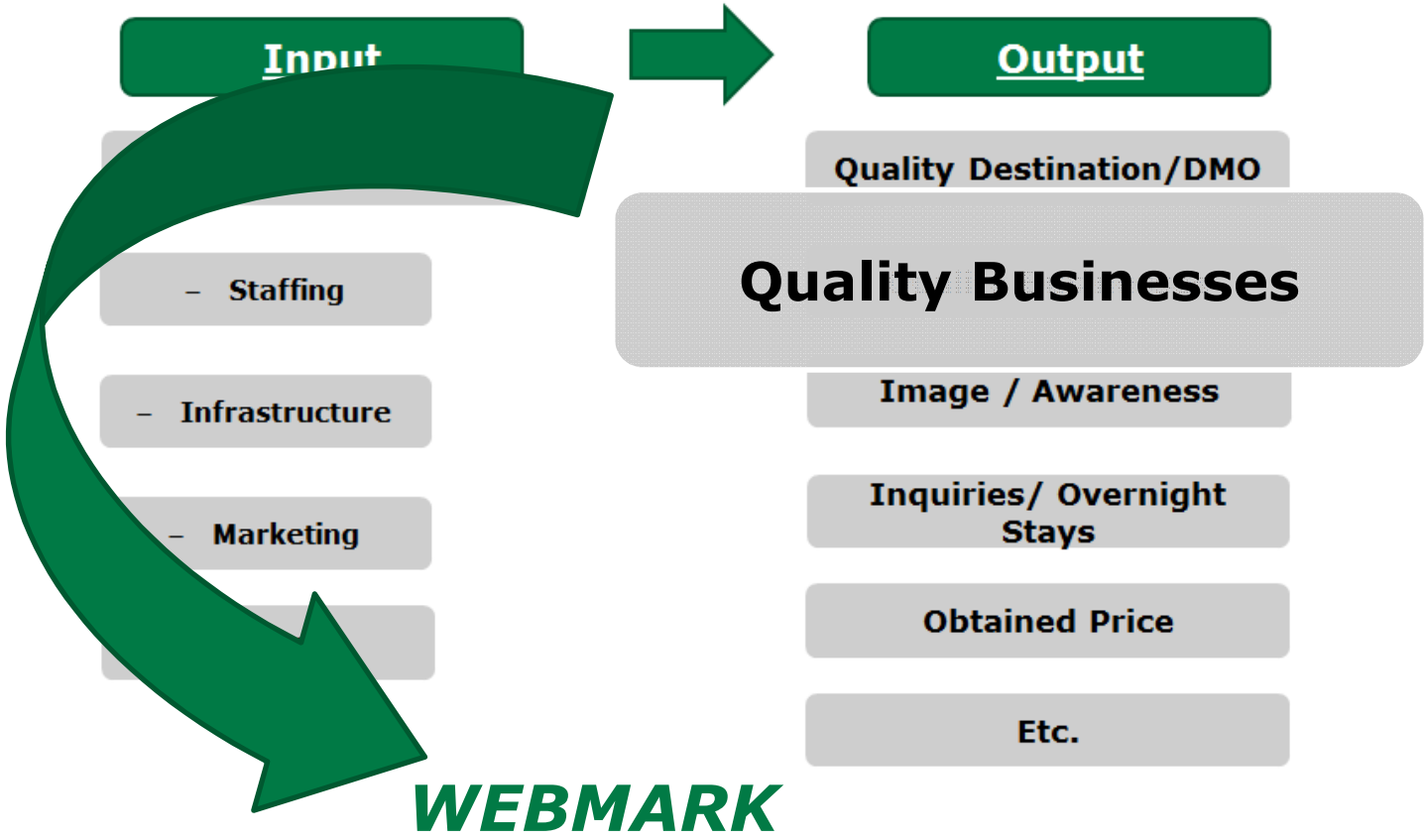




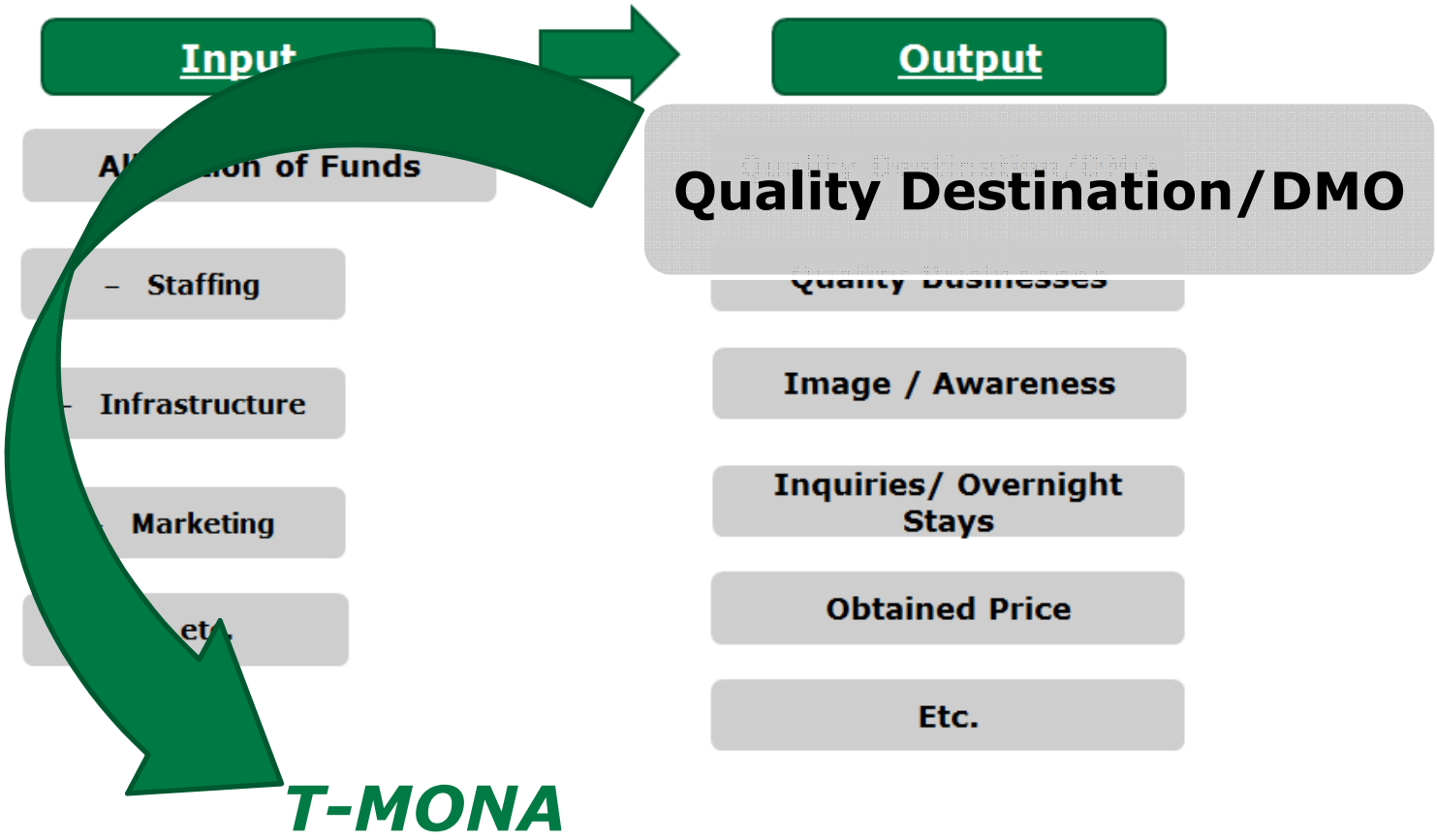
Qualitätsmanagementsystem Niederösterreich

QMS – enhancing quality among tourist service providers




Input
Output
Quality Destination/DMO
Quality Businesses
– Staffing
– Infrastructure
– Marketing
Image / Awareness
Inquiries/ Overnight Stays
Obtained Price
Etc.
WEBMARK

WEBMARK –Business Intelligence for Touristic Enterprises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T-MONA

T-MONA and QUALITÄTSMONITOR

"Tourism Monitor Austria"

- in Austria since 2004
- more than 80.000 interviews
- more than 50 participating destinations

Joint Project of:

- Austrian National Tourist Board
- MANOVA

Participating States/Regions

- all 9 states
- Actually 33 destinations, i. e. Styrian Spa World, Ötztal Tourism, Vienna Tourism, Salzburg Tourism, Wörthersee Region (Kärnten), …

"Qualitätsmonitor Deutschland-Tourismus" German tourism industry survey

- in Germany since 2007
- more than 73.000 interviews
- more than 30 participants

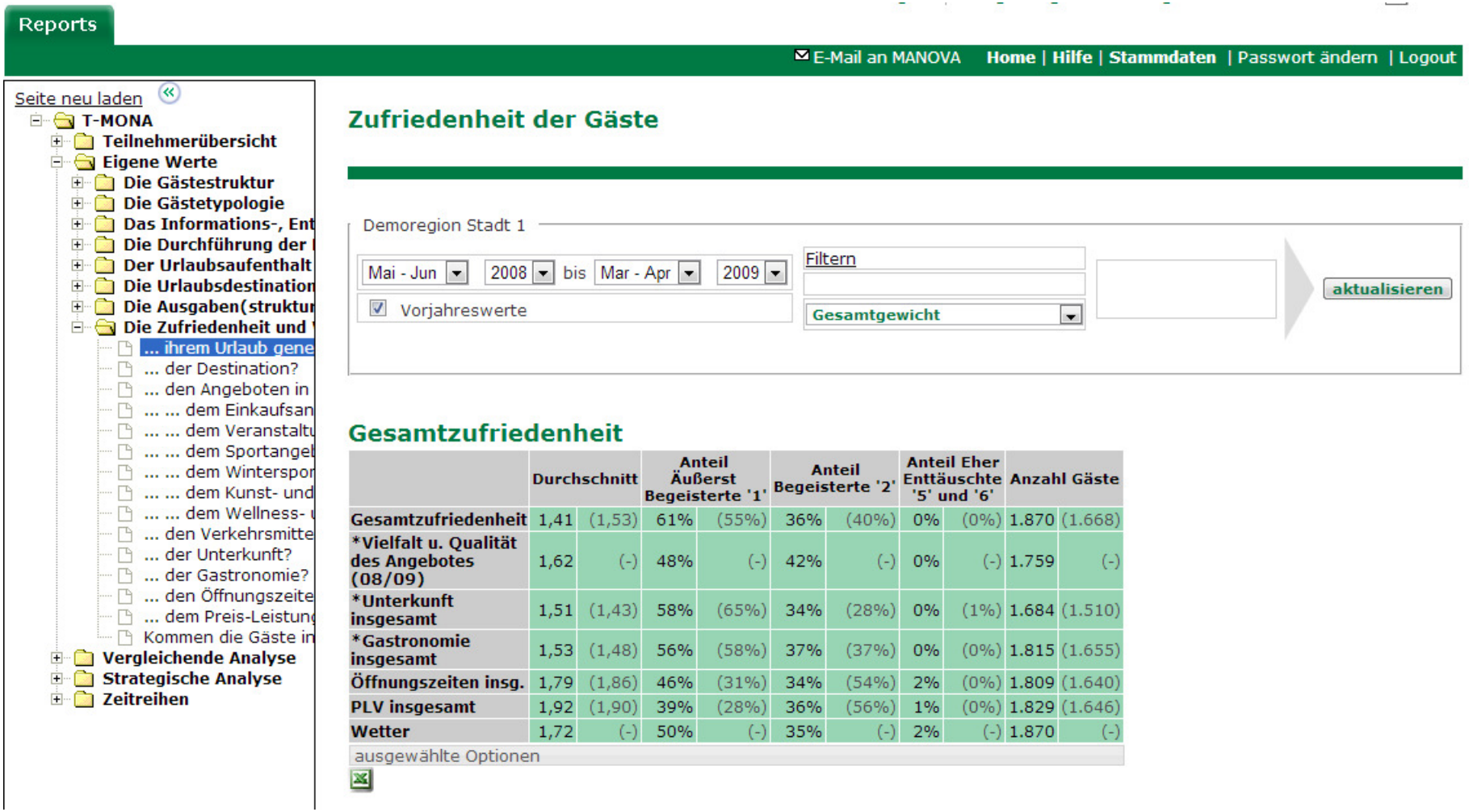
Joint Project of:

- German National Tourist Board
- dwif-Consulting
- MANOVA

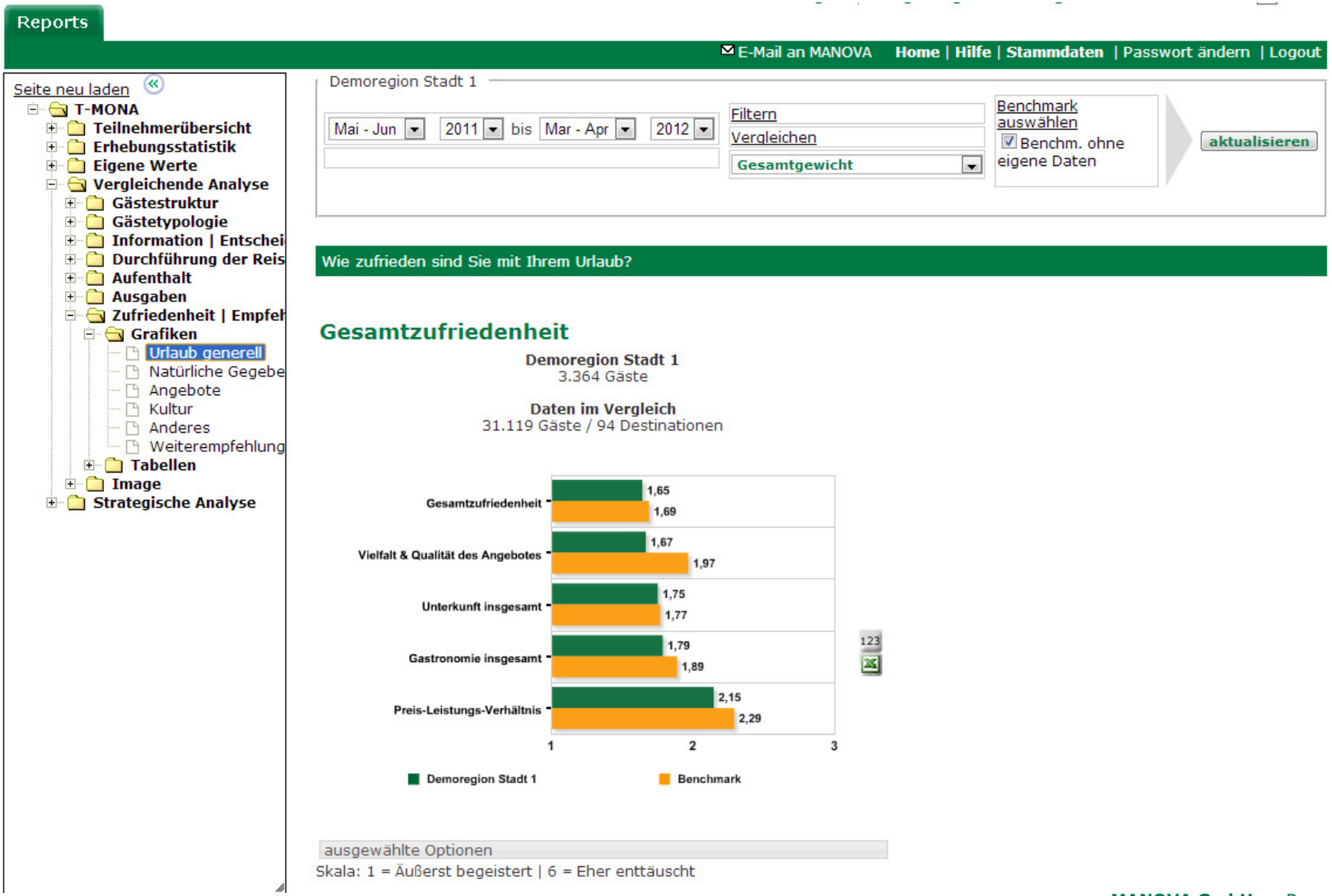
Participating States/Regions

- i.e. Bayern, Mecklenburg Vorpommern, Munich, Berlin

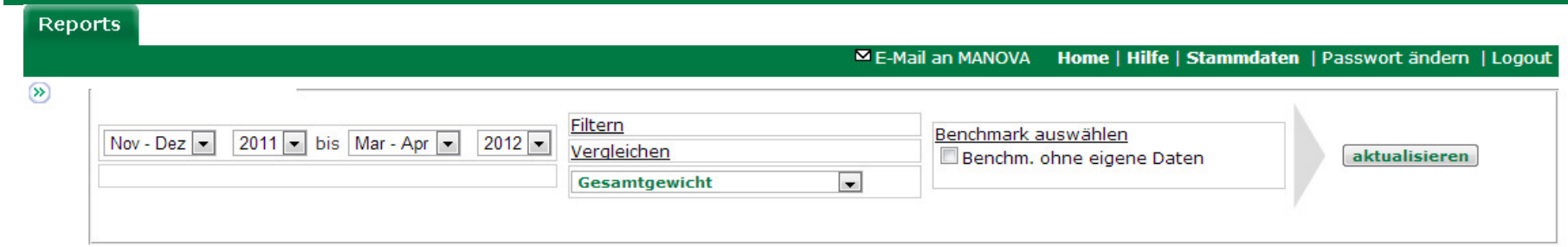
T-MONA – Measuring Quality by benchmarking guest surveys



T-MONA – Measuring Quality by benchmarking guest surveys



T-MONA – Rankings identify weaknesses



Stärken

	Anteil der Nennungen	Anzahl Gäste	Bester Wert	Schlechtester Wert	Platzierung im Vergleich
Berge	87%	820	96%	0%	22 von 79
Attraktivität des Skigebietes	69%	820	84%	0%	17 von 78

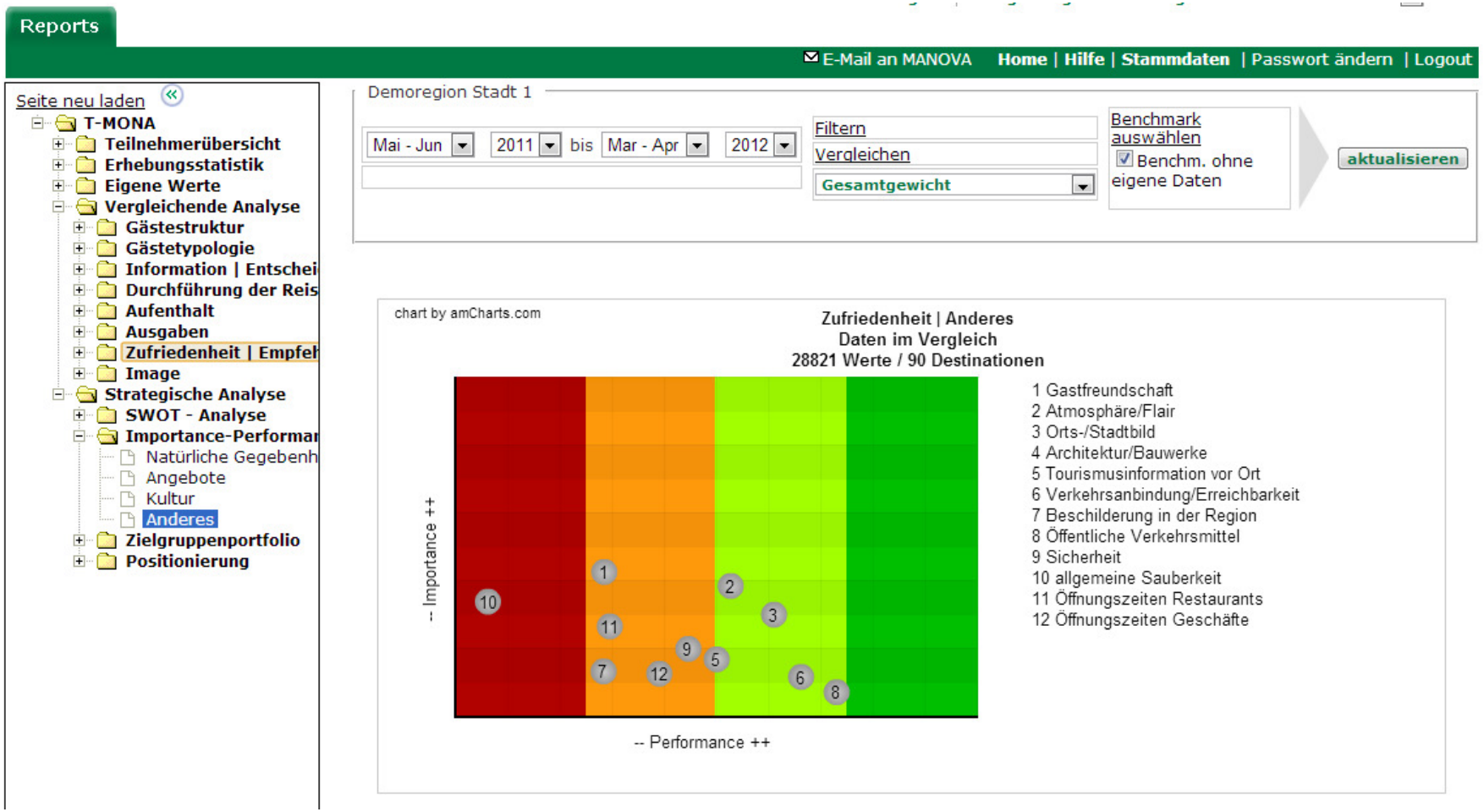
Based on the question "*Why did you opt for this destination?*", strengths and weaknesses can be deduced.

Schwächen

	Anteil der Nennungen	Anzahl Gäste	Bester Wert	Schlechtester Wert	Platzierung im Vergleich
Einkaufsmöglichkeiten	4%	820	29%	0%	33 von 79
Tradition/Geschichte der Region/Stadt	6%	820	41%	0%	35 von 79
Etwas Neues/Innovatives in der Region/Stadt	3%	820	21%	0%	48 von 79
Atmosphäre/Flair	14%	820	80%	5%	62 von 79
Vielfalt und Qualität des gastronomischen Angebots	6%	820	53%	0%	48 von 79
Sonstiger Wintersport	7%	820	61%	0%	56 von 78
Verwandte/Bekannte leben hier	6%	820	45%	1%	51 von 79
Image/Ruf der Region	9%	820	81%	0%	52 von 79
Spezielles Buchungsangebot/Package	7%	820	66%	0%	68 von 79
Angebot an Wanderwegen/Radwegen/Mountainbikestrecken	4%	820	41%	0%	54 von 79
Strandbäder, Bademöglichkeiten	7%	820	85%	0%	20 von 79
Sicherheit	7%	820	87%	0%	32 von 79
Kunst- und Kulturangebot	4%	820	53%	0%	31 von 79
Angebote und Betreuung für Kinder	2%	820	30%	0%	56 von 79
Sehenswürdigkeiten	3%	820	51%	0%	42 von 79

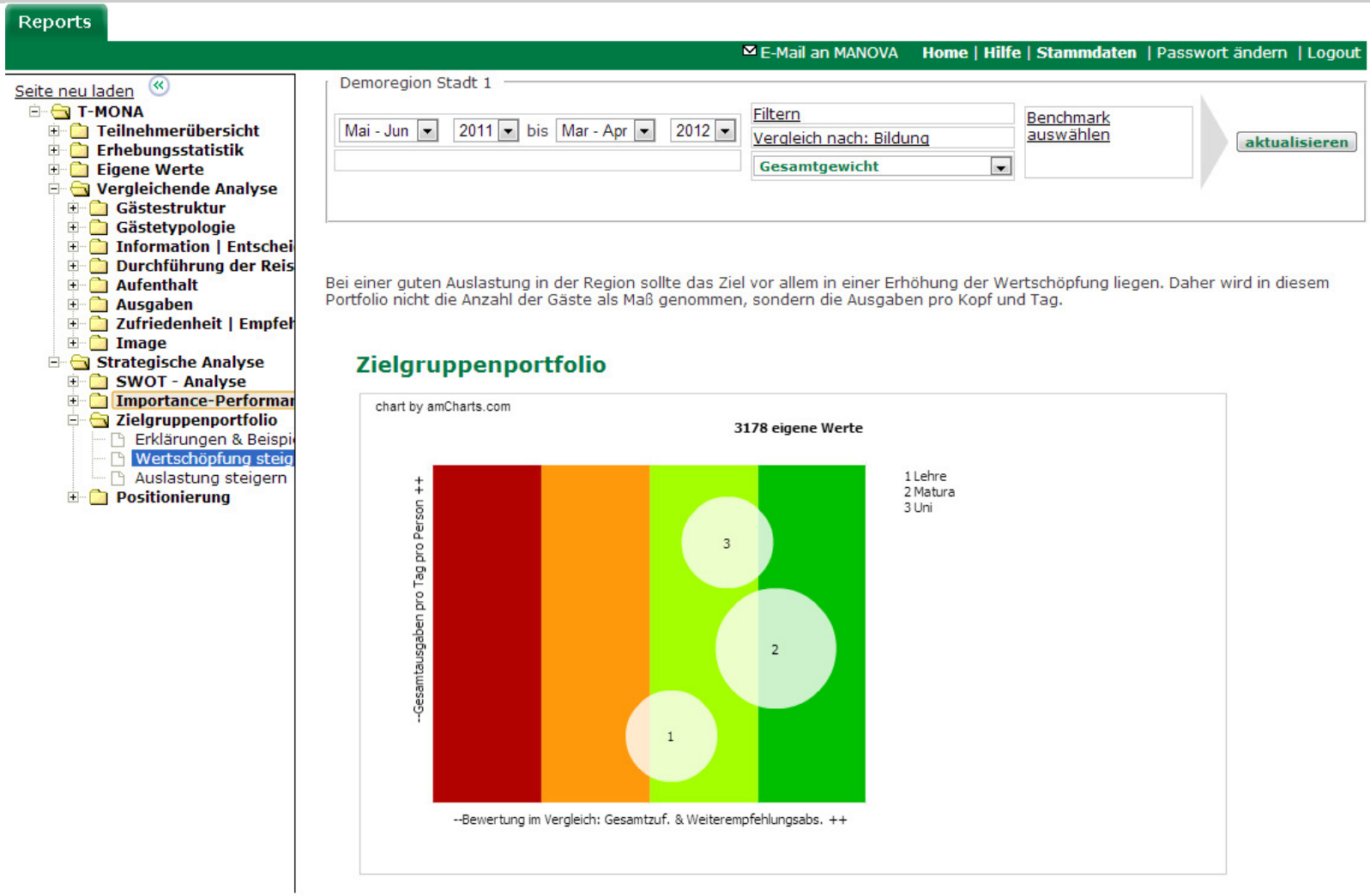
T-MONA – Identify priorities by importance performance

The Importance-Performance-Chart identifies weak spots, that may have major influence on guest satisfaction, but may not be satisfying at all.



T-MONA – Evaluate target groups

The target group portfolio assists in identifying valuable target groups.



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