Welcome to MODUL University Vienna!

Karl Wöber (karl.woeber@modul.ac.at)

Tünde Mester (mester@itthon.hu)

Vincent Nijs (vincent.Nijs@toerismevlaanderen.be)

Olivier Ponti (o.ponti@atcb.nl)

Irem Arsal (irem.arsal@modul.ac.at)

Wireless LAN: for login & password see your name badge

- **Name, Destination/origin, Organisation**
- **Are you a registered TourMIS user? Since when? Do you use TourMIS on a regular basis? (d/w/m/a)**
- **Do you have data entry rights for a particular destination?**
- **How many times have you been to a TourMIS workshop?**

www.modul.ac.at/tourmis

TourMIS

Information and decision support system for tourism managers, media, students, …

- Provides free and easy access to tourism statistics
- Platform for tourism associations to exchange data/information/knowledge

- Supports the harmonization of tourism statistics
- Tool to learn about the actual usage of tourism market research information
- Increases the application of management science models in tourism

International Data Compiled in TourMIS

- **Arrivals (annual and monthly data)**
- **Bednights (annual and monthly data)**
- **60 markets, including domestic visitors**
- **Capacities (# of hotels and bed spaces, annual data)**
- **Average occupancy rate, average length of stay**
- **Number of visitors to major attractions**
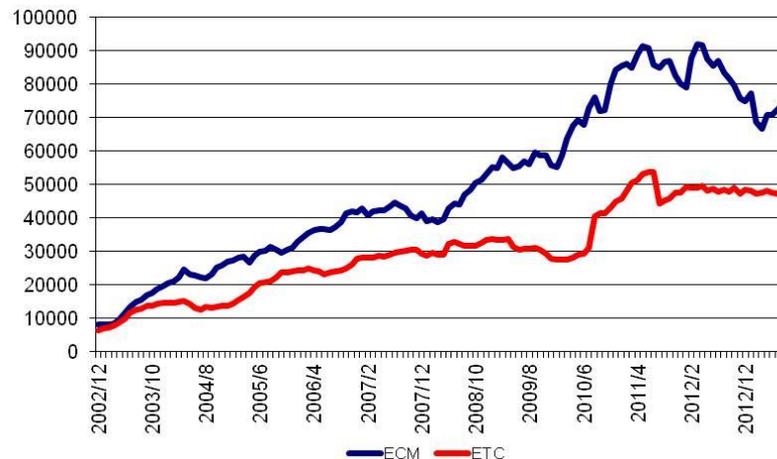- **Shopping barometer**

History of www.tourmis.info

1984 ANTO decides to install a Management Information System (MIS) on a mainframe computer

1990 1st PC version (approx. 50 users)

1998 www.tourmis.info

1999/2000 European Cities Tourism (ECT/ECM) and the European Travel Commission (ETC) start using TourMIS for exchanging tourism statistics

2001 New data source: Number of visitations to Austrian attractions

2003 New executive summary tool

2004 Collection of monthly statistics (100,000+ online queries)

2005 First TourMIS Workshop (Brussels)

2007 New tool for analyzing seasonality

2008 ECM Shopping Barometer, UNWTO Ulysses Award

2011 www.citytourismbenchmark.com

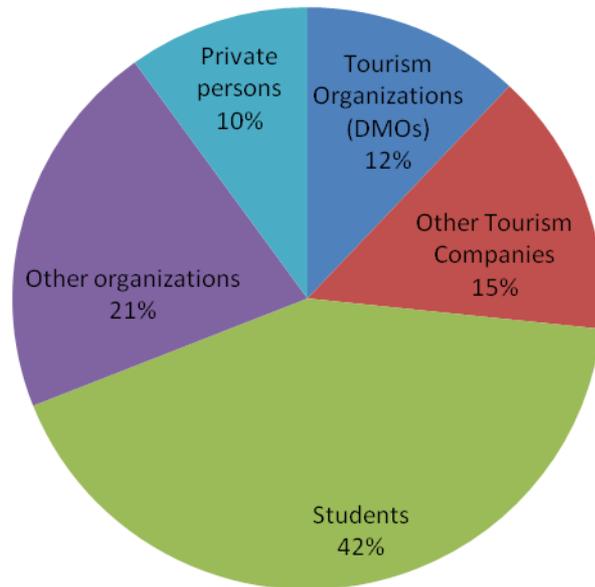**2013** 9th TourMIS Workshop & International Seminar

Austrian National Tourist Office
www.tourmis.info

TourMIS	All sources			National tourism statistics (ETC)			City tourism statistics (ECM)			Austrian tourism statistics (SA)		
Inquiries	2011	2012	11-12	2011	2012	11-12	2011	2012	11-12	2011	2012	11-12
Total	199.417	199.333	0,0%	47.700	48.621	1,9%	80.126	75.100	-6,3%	71.591	75.612	5,6%
in %	100%	100%		24%	24%		40%	38%		36%	38%	
English	114.671	110.299	-3,8%	33.312	36.280	8,9%	54.590	52.034	-4,7%	26.769	21.985	-17,9%
in %	58%	55%		70%	75%		68%	69%		37%	29%	
German	84.746	89.034	5,1%	14.388	12.341	-14,2%	25.536	23.066	-9,7%	44.822	53.627	19,6%
in %	42%	45%		30%	25%		32%	31%		63%	71%	
Browser	156.853	155.044	-1,2%	41.016	41.065	0,1%	63.480	62.598	-1,4%	52.357	51.381	-1,9%
in %	79%	78%		86%	84%		79%	83%		73%	68%	
Excel	42.564	44.289	4,1%	6.684	7.556	13,0%	16.646	12.502	-24,9%	19.234	24.231	26,0%
in %	21%	22%		14%	16%		21%	17%		27%	32%	

- **200,000 inquiries per year**
- **15,000 per month**
- **every 3 minutes one inquiry!**
- **1-8/2013: 141,500 (-5.2%)**

Origin of Users and Inquiries

TourMIS Users

- Private persons 10%
- Tourism Organizations (DMOs) 12%
- Other Tourism Companies 15%
- Students 42%
- Other organizations 21%

TourMIS Inquiries

- Private persons 9%
- Tourism Organizations (DMOs) 35%
- Other Tourism Companies 7%
- Students 32%
- Other organizations 17%
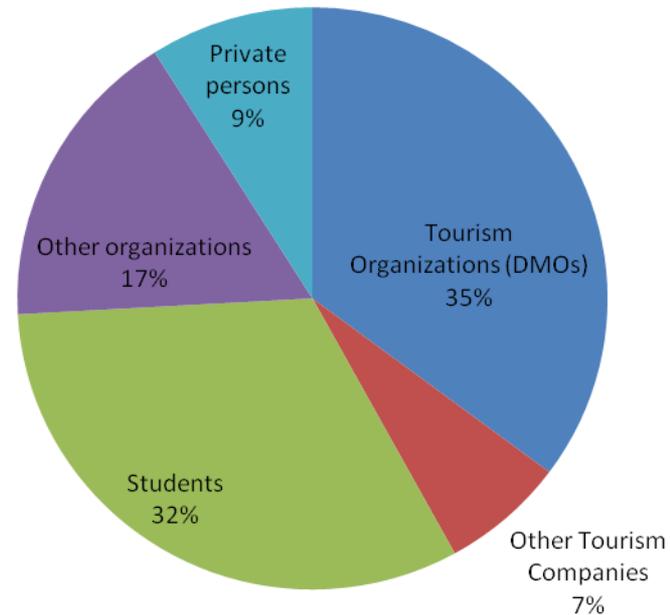
- •19.500 registered users (Sep 2013)
- •2,000 active users during the last 6 months

- **Upgrade of Perl 5.16.3**

- **Added 18 cities to database and Excel templates**
  - ✓ **Ankara, Biarritz, Bucharest, Espoo, Kiev, Mechelen, Moscow, Nicosia, Podgorica, Poznan, Ravenna, Riga, Rouen, Sofia, St. Petersburg, Tbilisi, Thessaloniki, Toulon**

- **Revision of the flexible Excel interface**
  - ✓ **Sort Excel interface drop-down menu alphabetically**
  - ✓ **Option for copying the Excel interface from another region of the same country (e.g. Zurich uses the templates of Geneva)**
  - ✓ **All users should be able to edit (not delete) the Excel interfaces which are defined on the basis of Excel templates**
  - ✓ **'Back to previous menu' button also on the page where someone can edit/create an Excel interface**

- **Automatic upload feature for Belgium regions**
- **Fixed assignment of markets to continents**
  - ✓ **Saudi Arabia and UAE → Asia (adjusted data input forms, Excel template!)**
  - ✓ **Added a new feature which gives an error message if data inputters try to upload data using an outdated standard Excel template**
  - ✓ **Georgia → Europe; Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan → Asia (Belgium upload feature)**
- **Revision of executive reports ('Latest Trends')**
  - ✓ **Improved format of the page select button**
  - ✓ **Excel download for city tourism exec report**

- **ECM Shopping barometer**
  - ✓ **Removed section about hotel prices**
  - ✓ **Fixed problem with currency exchange rates**
  - ✓ **Increased participation of ECM members entering data**
- **Revision of the portfolio analysis tool**
  - ✓ **Added preferred definition**
  - ✓ **Selected markets can be saved**
- **New tool for measuring the diversity of the international guest mix of a TourMIS destination**

TourMIS has 223 data inputters (149 ECM, 74 ETC) Authorized persons should …

- … at least have a minimum knowledge on tourism statistics in his/her region (particularly about where to get information and how to read and interpret these tables)

- own a personal e-mail address (not an "office address" like office@modul.ac.at) and have access to the Internet at his/her desk

- be registered on TourMIS

- be willing to enter statistics on a regular basis

Send email to **tourmis@modul.ac.at**

Before you start entering your figures you need to check the definitions available in TourMIS and the methodologies used for generating your data in your destination!

A few questions to think about …

- Hotels or similar vs. collective/paid vs. all forms?
- Bednights or roomnights?
- Do bed/room-nights (arrivals at the place of accommodation) also include small units?
- Do your figures include data generated by unpaid forms of accommodation (VFR)?
- Does capacity information (# of accommodation suppliers, # of bed spaces) cover the same units as numbers on arrivals and/or bednights?

- **For city tourism**: Does your statistics cover the surrounding region or the "city area" only??

- See UNWTO & Eurostat definitions and read TourMIS manual available on www.tourmis.info
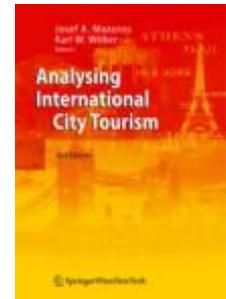
12 Measures Compiled by ETC

1. Arrivals of visitors at frontiers
2. Arrivals of tourists at frontiers
3. Arrivals of tourists in all paid forms of accommodation establishments
4. Arrivals of tourists in hotels and similar establishments
5. Bednights of tourists in all paid forms of accommodation establishments
6. Bednights of tourists in hotels and similar establishments
7. Number of all paid forms of accommodation establishments
8. Number of bed spaces in all paid forms of accommodation establishments
9. Average occupancy rate in all paid forms of accommodation establishments
10. Number of hotels and similar establishments
11. Number of bed spaces in hotels and similar establishments
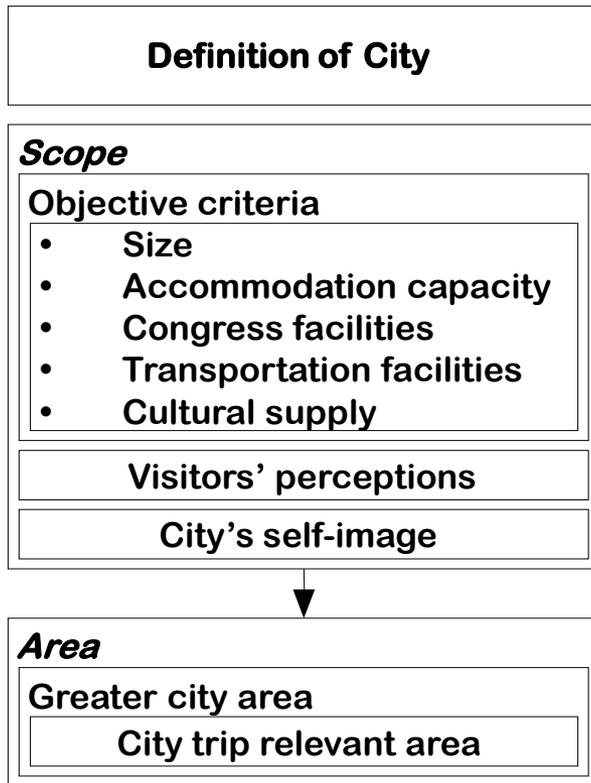12. Average occupancy rate in hotels and similar establishments

What is City Tourism?

Definition of City

Scope

Objective criteria
- Size
- Accommodation capacity
- Congress facilities
- Transportation facilities
- Cultural supply

Visitors' perceptions
City's self-image

↓

Area

Greater city area
City trip relevant area

- **Criteria to become a member of ECM**
  - **More than 100,000 inhabitants**
  - **More than 3,000 beds in commercial accommodation**
  - **Conference facilities**
  - **A significant monumental and historic heritage**
  - **Cultural events**

- **Other criteria**
  - **Visitors' perceptions**
    - Survey
    - Avg length of stay < 3
  - **Self-image**

Josef A. Mazanec
Karl W. Wöber

Analysing
International
City Tourism

Springer WienNewYork

What are the Boundaries of a City?

| Definition of City |

Scope

Objective criteria
- Size
- Accommodation capacity
- Congress facilities
- Transportation facilities
- Cultural supply

| Visitors' perceptions |
| City's self-image |

↓

Area

Greater city area
| City trip relevant area |

- **Definitions discussed by ECM**
  - **Political city limits**
  - **City area defined by the population density**
  - **Area defined by the places usually visited by city break visitors**
  - **Area accessible by public transportation from the city center (within a certain period of time)**
  - **Limits defined by the responsibility of the local tourist office**

26 Measures Compiled by ECM

Subject	Type of accommodation	Area/Scope	VFR	Arrivals	Bednights	Accomm. units	Bedspaces	Avg annual bed-occupancy
Visitors		Greater city		1				
		Inner city		2				
Tourists	all forms	Greater city	Exclusive	3	9	15	19	23
			Inclusive	4	10			
		Inner city	Exclusive	5	11	16	20	24
			Inclusive	6	12			
	Hotels and similar	Greater city		7	13	17	21	25
		Inner city		8	14	18	22	26

Data Input Options

- **Online Form (60-70%)**
- **By using the Standard Excel Template which can be downloaded from www.tourmis.info (20%)**
- **By using your own Excel file and the TourMIS flexible Excel interface (10%)**
- **By a full-automatic upload procedure (Austria and Belgium)**

The TourMIS Maintenance Concept