

ETC & ECM TourMIS Users' Workshop

Valeria CROCE

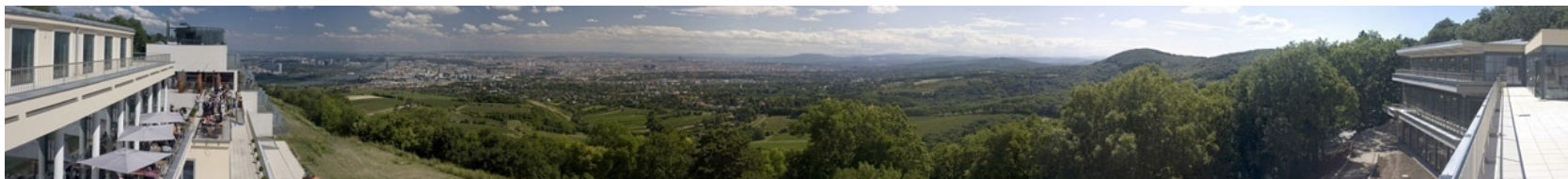
MODUL University Vienna

Department of Tourism and Hospitality Management

September 11, 2008



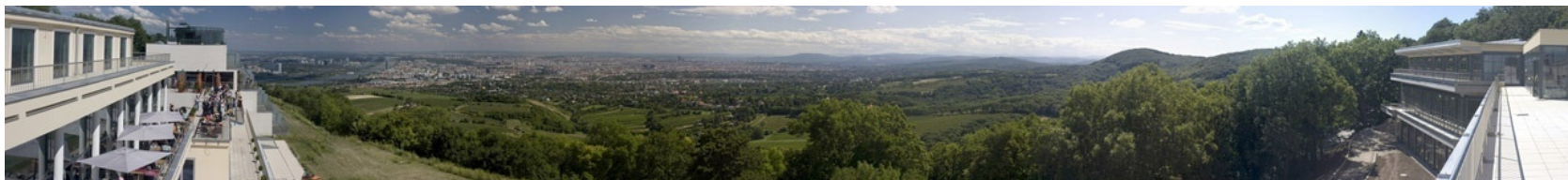
www.tourmis.info



- **Measuring and comparing seasonality in European destinations**
- **Analyzing trends in cultural tourism in Europe**

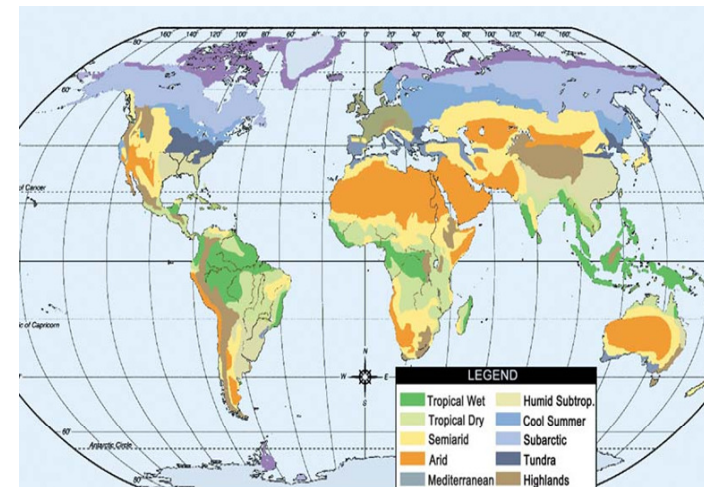


- **Measuring and comparing seasonality in European destinations**
 - Introduction
 - **Assessing seasonality with TourMIS**
 - Amplitude
 - Similarity



What is Seasonality?

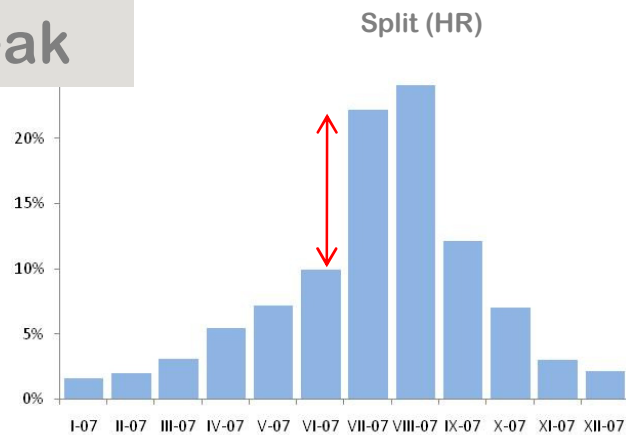
- **Systematic intra-year variation in visitations caused by exogenous factors**
 - Natural (e.g. climate)
 - Institutional (e.g. public holidays, regular events)
 - Socio-cultural (e.g. sport season)
- **These factors can be present either in the origin or in the destination**



Season-Shaped Patterns

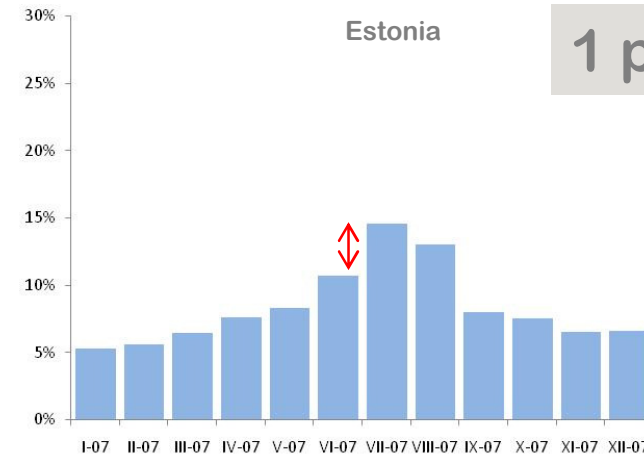
Bednights in all paid forms of accommodations – foreign & domestic (2007)

1 peak

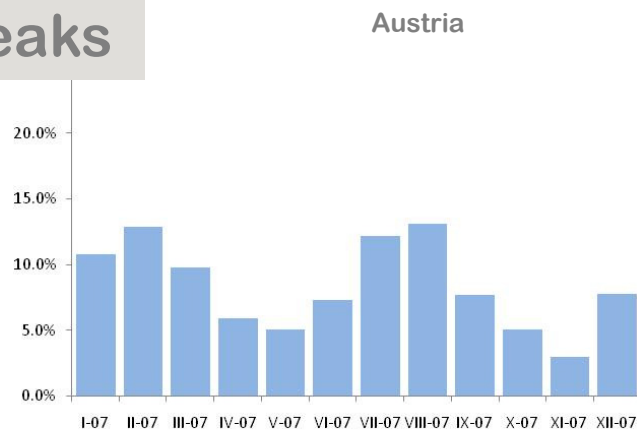


Estonia

1 peak

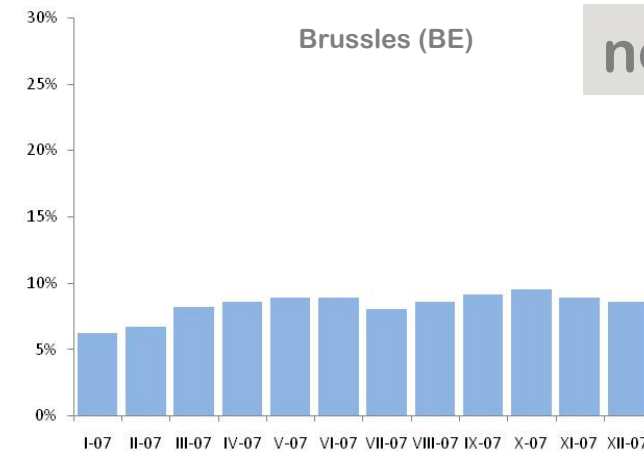


2 peaks



Brussels (BE)

no peak



Why Measuring Seasonality?

- **Seasonality has a great economic importance.**
 - **Price level**
 - High season = high prices
 - **Not optimal use of tourism infrastructure**
 - Underutilization of hotels in the off-peak season
 - **Seasonal employment**
 - Difficult recruitment in the high season
 - time limited = training limited = quality?
 - **Ecologic impact**
 - Risk of water shortages
 - Necessity of efficient waste management

Season extension based on Prof. Neil Borden's 4 P's (Marketing Mix)

- **Product**
 - Development of new offers, events, packages...
- **Price**
 - Discounts for periods with less demand
- **Promotion**
 - When and how intensively promote the tourism products
- **Placement**
 - Which geographic region/market
 - Which segments (e.g. young adults, families, business people...)

Why Measuring Seasonality?

- To analyze the possibilities and the impacts of season extension one must be able to measure central characteristics of seasonality
- The implications of seasonality must be taken into account for tourism forecasting. In this context it is necessary to be able to test the stability or instability of seasonality
- Measures of the amplitude of seasonality and of the similarity of demand patterns can be used to benchmark destinations' performance

Assessing seasonality with TourMIS



Austrian National Tourist Office
TourMIS

[ire] Fr. Valeria Croce (Supervisor)

Intro

- ▶ About TourMIS
- ▶ Sponsors and partners
- ▶ Guestbook
- ▶ Related links
- ▶ Logoff
- ▶ Edit user profile
- ▶ TourMIS access statistics

Tourism in Europe

- ▶ Latest Trends
 - ▶ Nights & arrivals
 - ▶ Attractions & sights
- ## City tourism in Europe
- ▶ Latest Trends
 - ▶ Nights & arrivals
 - ▶ Eurocity visitor survey
 - ▶ www.visit-europeancities.info

Tourism in Austria

- ▶ Latest Trends
- ▶ Nights & arrivals
- ▶ Austrian visitor survey
- ▶ Attractions & sights
- ▶ Queries on www.austria.info

Maintenance

- ▶ Administer access rights
- ▶ E-mailing
- ▶ OSTAT data import
- ▶ Delete e-mail-addresses

TourMIS user survey

TourMIS Resources

- ▶ TourMIS white paper
- ▶ Data Input Manual (for ECT and ETC members)
- ▶ Eurocity Manual
- ▶ Development of demand for TourMIS tables & graphs
- ▶ The definition and compilation of City Tourism
- ▶ Excel data upload form for ETC members
- ▶ Excel data upload form for ECT members

Österreich Werbung

B2C: www.austria.info
B2B: www.austriatourism.com

Tourism in Europe >> Nights & arrivals

- ▶ Availability
- ▶ Monthly data
- ▶ Annual data
- ▶ Data entry

- ▶ Trends based on latest available relative figures
- ▶ Arrivals or nights of a market in all ETC destinations
- ▶ Arrivals or nights in a ETC destination by various markets
- ▶ Arrivals and nights (most commonly used data) of a market in all ETC destinations
- ▶ Time series of nights or arrivals (all months; +graph)
- ▶ Assessing seasonality

Destination

- Austria
- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland Rep
- Italy
- Latvia
- Lithuania
- Malta
- Monaco
- Montenegro
- Norway
- Poland
- Portugal
- Romania
- Serbia
- Slovenia
- Spain
- Sweden
- Switzerland
- Ukraine

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- ▶ Arrivals or nights of a market in all cities
- ▶ Arrivals or nights in a city by various markets
- ▶ Arrivals and nights (most commonly used data) of a market in all cities
- ▶ Time series of nights or arrivals (all months; +graph)
- ▶ Assessing seasonality

Destination

- Aarhus
- Aarhus
- Amsterdam
- Antwerp
- Barcelona
- Belgrade
- Bergen
- Berlin
- Bilbao
- Bonn
- Bratislava
- Bregenz
- Bruges
- Brussels
- Budapest
- Copenhagen
- Dijon
- Dresden
- Dubrovnik
- Eisenstadt
- Genoa
- Ghent
- Gijón
- Göteborg
- Graz
- Hamburg
- Heidelberg
- Helsinki
- Innsbruck
- Klagenfurt
- La Coruna

Amplitude of seasonality

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1000 %    

Assessing seasonality

Destination: Croatia
Information: Bednights in all paid forms of accommodation establishments
Market: Total foreign and domestic
Period: 2007

	absolute	in %	All ETC destinations in %
January	313,481	0.6	4.8
February	329,115	0.6	5.5
March	539,199	1.0	6.3
April	1,692,527	3.0	6.8
May	3,036,282	5.4	7.9
June	7,164,286	12.8	10.2
July	16,523,581	29.5	16.0
August	17,889,106	31.9	15.5
September	6,145,814	11.0	9.3
October	1,475,570	2.6	7.3
November	507,578	0.9	5.4
December	388,953	0.7	5.2

Gini		Similarity with Croatia	
# ETC destinations	Gini	# ETC destinations	Variance
1 Sweden	0.137	1 Denmark	0.183
2 France	0.144	2 Norway	0.238
3 Finland	0.174	3 Romania	0.242
4 Estonia	0.192	4 Hungary	0.246
5 Czech Rep.	0.193	5 Cyprus	0.246
6 Belgium	0.210	6 Slovenia	0.253
7 Portugal	0.214	7 Czech Rep.	0.278
8 Slovenia	0.229	8 Belgium	0.279
9 Austria	0.238	9 Estonia	0.281
10 Hungary	0.263	10 Portugal	0.289
11 Romania	0.270	11 Finland	0.292
12 Norway	0.282	12 Sweden	0.313
13 Cyprus	0.362	13 France	0.315
14 Denmark	0.410	14 Austria	0.331
15 Croatia	0.686		

Table: ETC-M6

Generated between and 2008-09-10 (16-42-38).
(c) ÖW/ITTF (<http://www.tourmis.info>)

Query

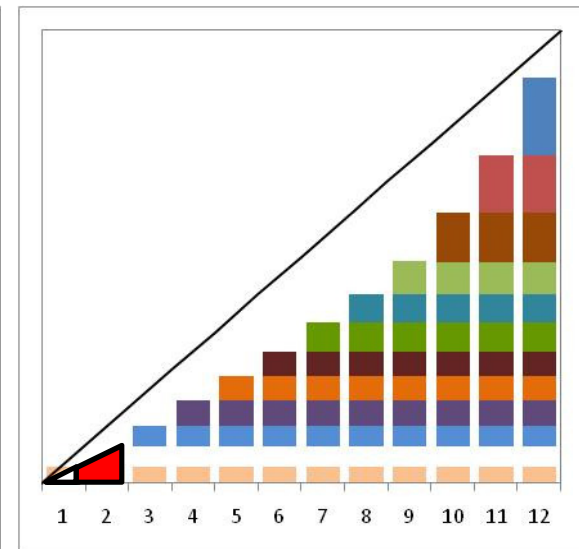
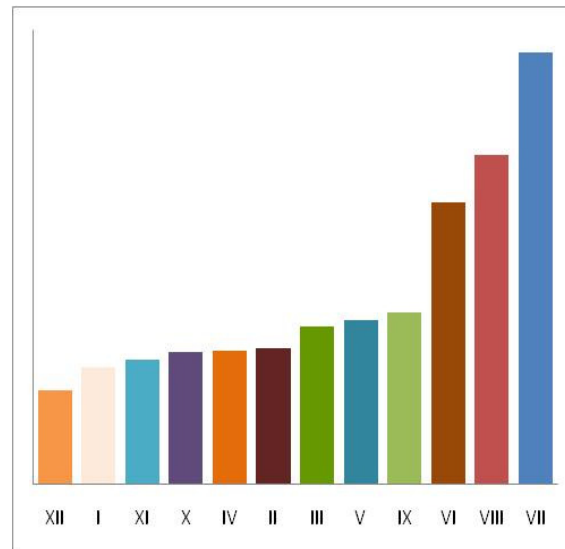
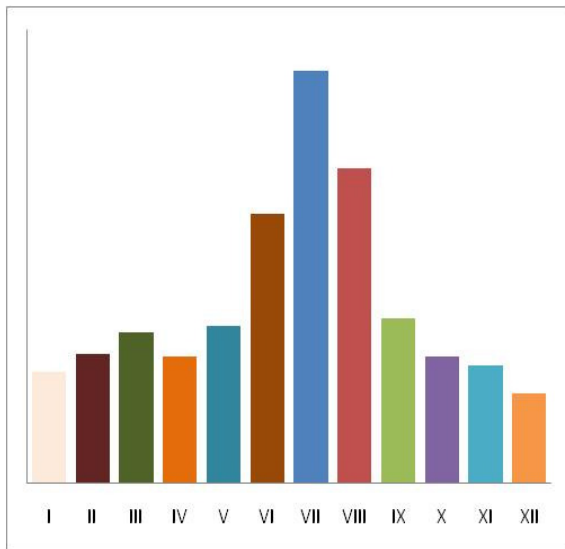
Report (destination)

Benchmark

Amplitude of seasonality

Measure of dispersion

The Gini can be approximated with trapezoids:
$$G^* = 1 - \sum_{i=1}^{12} (X_i - X_{i-1}) \times (Y_i + Y_{i-1})$$



sorted

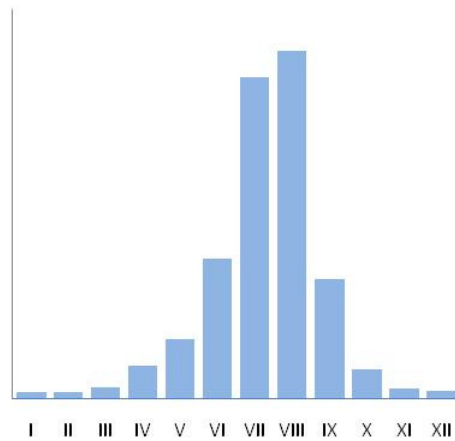


normalized and cumulated

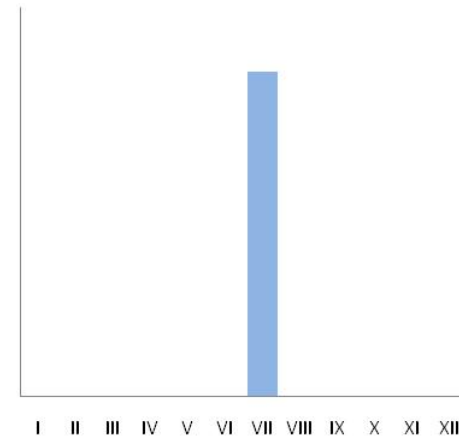
Amplitude of seasonality

Bednights in all paid forms of accommodations - foreign & domestic (2007)

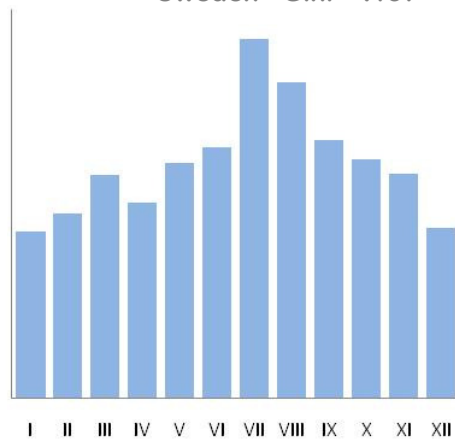
Croatia - Gini = .686



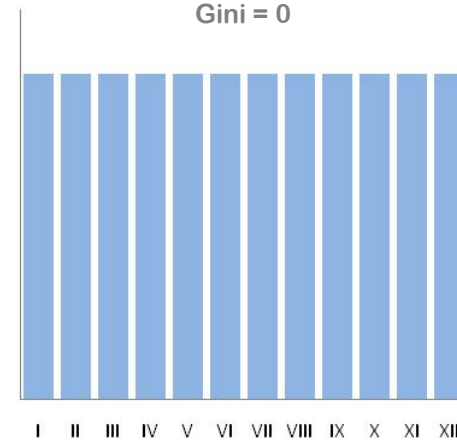
Gini = 1



Sweden - Gini = .137

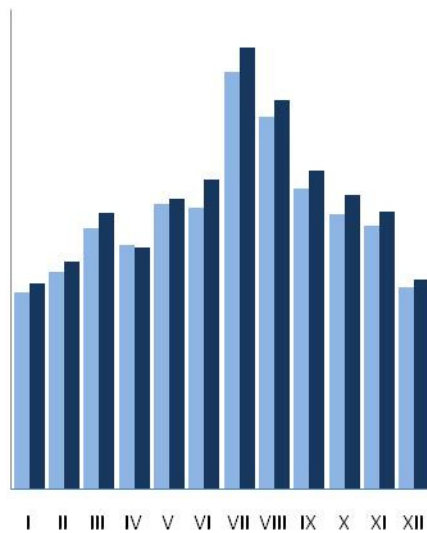


Gini = 0



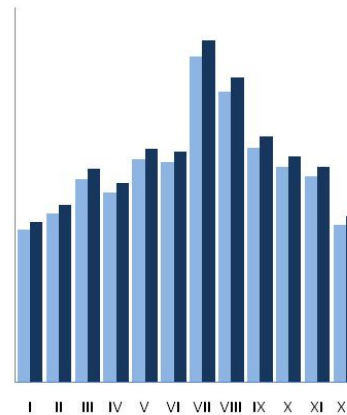
Amplitude of seasonality

Bednights in all paid forms of accommodations
Sweden - foreign & domestic



Gini 2006 = .132
Gini 2007 = .137

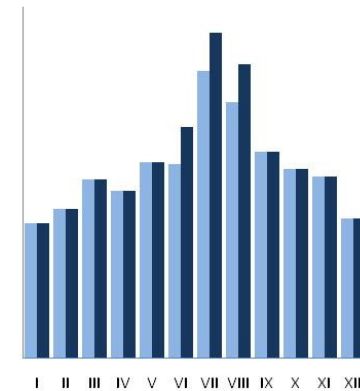
equidistribution



Sweden 07
Sweden 07 (e)

Gini 2006 = .132
Gini 2007 (e) = .132

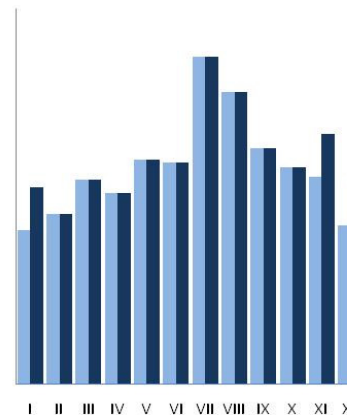
Concentration in peak months



Sweden 07
Sweden 07 (h)

Gini 2006 = .132
Gini 2007 (h) = .164

Concentration in low-season months



Sweden 07
Sweden 07 (l)

Gini 2006 = .132
Gini 2007 (l) = .108

Amplitude of seasonality

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Österreich Werbung

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1000 %

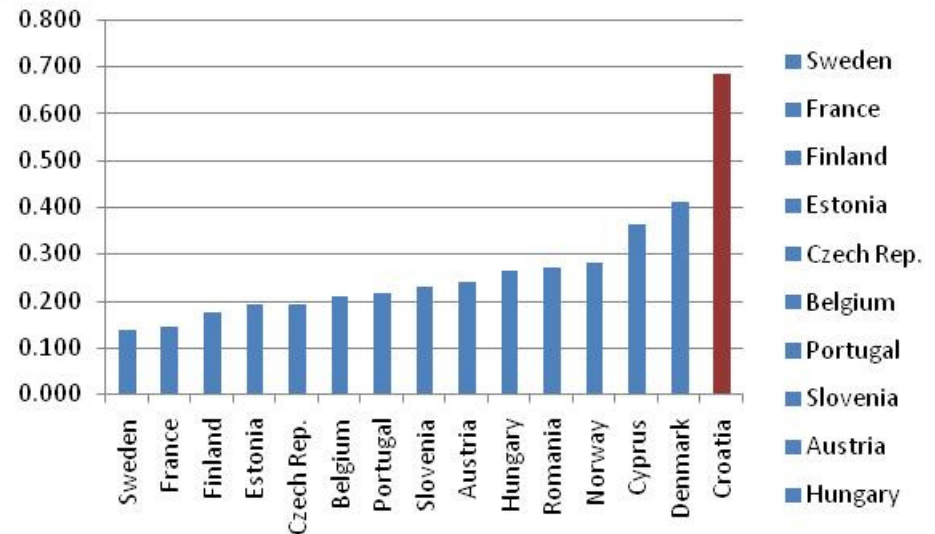
Assessing seasonality
Destination: Norway
Information: Bednights in all p
Market: Total foreign and dom
Period: 2007

	absolut
January	1,473,45
February	1,714,41
March	1,985,55
April	1,676,08
May	2,068,67
June	3,548,89
July	5,447,41
August	4,152,44
September	2,173,02
October	1,669,99
November	1,563,74
December	1,189,50

Gini	
# ETC destinations	Gini
1 Sweden	0.13
2 Finland	0.17
3 Estonia	0.192
4 Czech Rep.	0.193
5 Portugal	0.214
6 Slovenia	0.229
7 Austria	0.238
8 Hungary	0.263
9 Romania	0.270
10 Norway	0.282
11 Cyprus	0.362
12 Denmark	0.410
13 Croatia	0.686

Table: ETC-M6

Generated between and 2008-08-27 (10-43-28).
(c) ÖW/IfTF (<http://www.tourmis.info>)



Benchmark

Similarity of seasonal patterns

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1000 %    

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Table: ETC-M6

Generated between and 2008-09-10 (16-42-38).
(c) ÖW/ITF (<http://www.tourmis.info>)

Query

Report (destination)

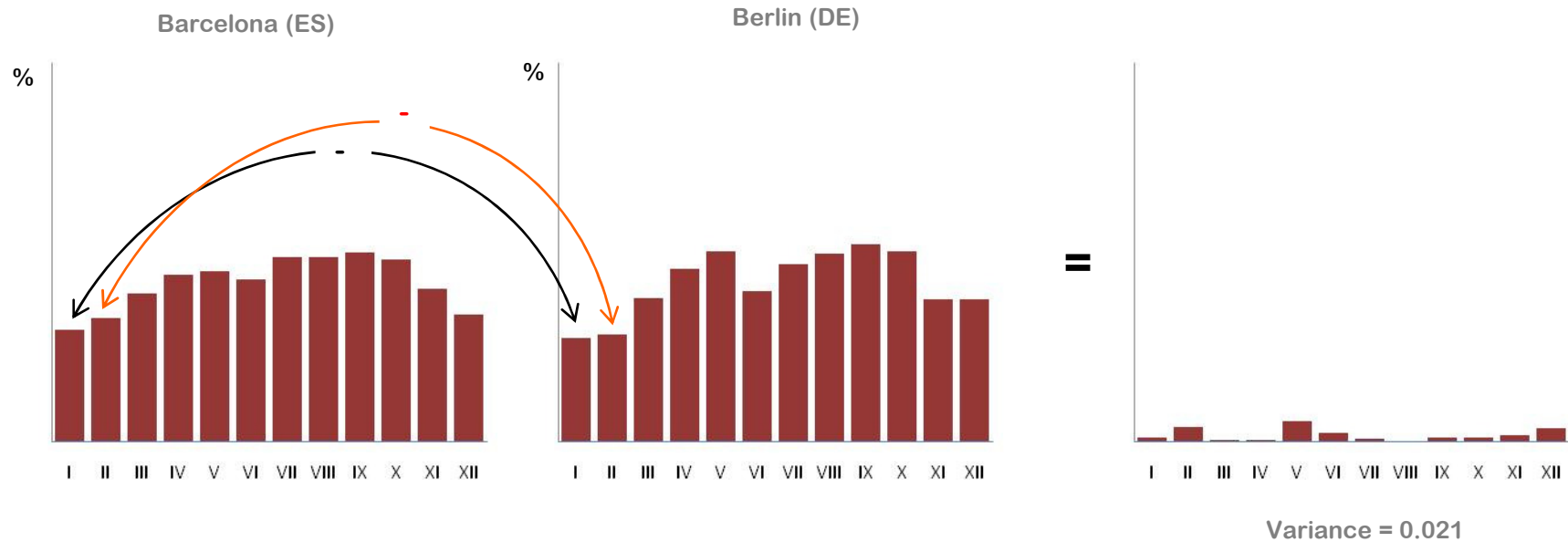
Benchmark

Similarity of seasonal patterns

Distance between peer objects

$$d_{kl} = \left[\sum_{r=1}^R (x_{kr} - x_{lr})^2 \right]^{\frac{1}{2}} \quad k \neq l$$

Bednights in all paid forms of accommodations - foreign & domestic (2006)

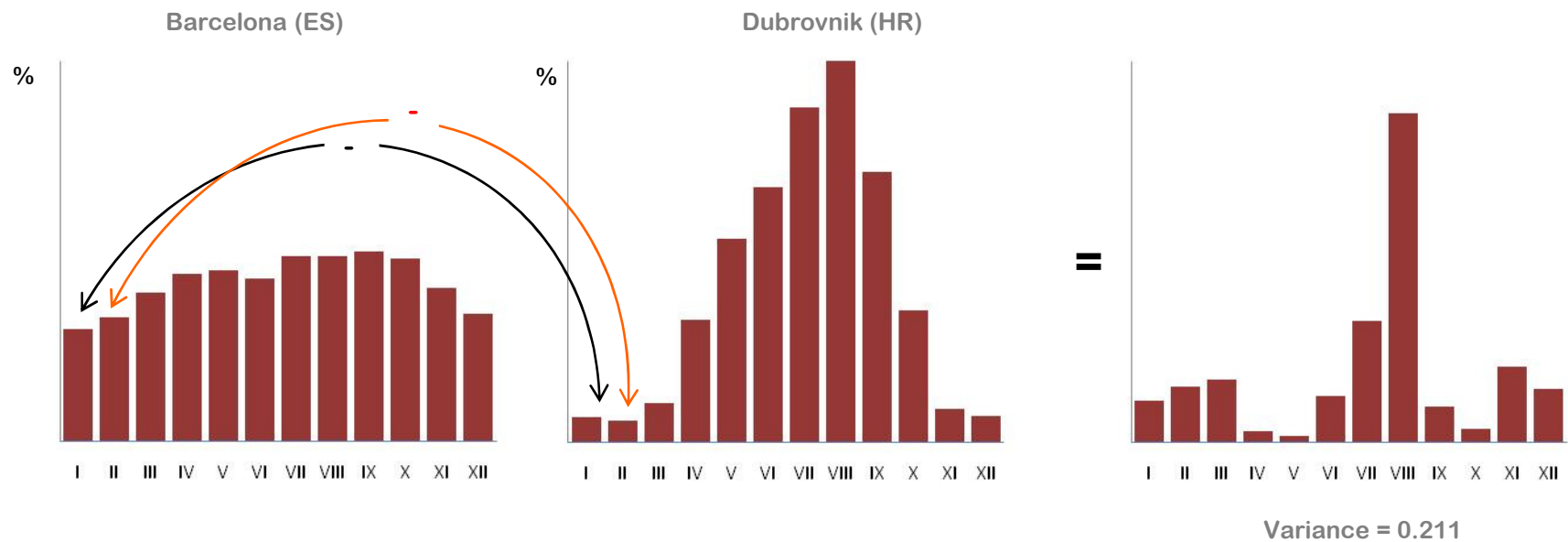


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1000
 %
 =

Assessing seasonality
 Destination: Barcelona
 Information: Bednights in all paid forms of accommodation establishments
 Market: Total foreign and domestic
 Period: 2006

	absolute	n %	All Cities in %
January	370,442	5.9	5.4
February	358,131	6.0	5.7
March	1,146,033	7.8	7.2
April	1,296,319	8.8	8.2
May	1,324,820	9.0	9.3
June	1,260,231	8.5	9.3
July	1,433,416	9.7	10.8
August	1,435,777	9.7	11.0
September	1,468,578	9.9	10.0
October	1,409,130	9.5	9.0
November	1,184,273	8.0	7.2
December	983,354	6.7	6.7
Gini		0.097	0.136

Amplitude of seasonality		Similarity between Barcelona	
# Cities	Gini	# Cities	Variance
1 Brussels	0.059	1 Hamburg	0.010
2 Antwerp	0.057	2 Amsterdam	0.017
3 Paris	0.073	3 Luxembourg City	0.020
4 Nürnberg	0.036	4 Berlin	0.021
5 Zurich	0.037	5 Dijon	0.021
6 Bari	0.030	6 Venice	0.021
7 Amsterdam	0.031	7 Zurich	0.022
8 Cagliari	0.034	8 Munich	0.022
9 Hamburg	0.037	9 Kelms	0.023
10 Barcelona	0.097	10 Paris	0.023
11 Vilnius	0.037	11 Bonn	0.023
62 Gijón	0.227	62 Bregenz	0.128
63 Eisenstadt	0.277	63 Klagenfurt	0.133
64 Klagenfurt	0.256	64 Turin	0.147
65 Bregenz	0.327	65 Split	0.196
66 Split	0.460	66 Dubrovnik	0.211
67 Dubrovnik	0.511		

Table: ECT-M6

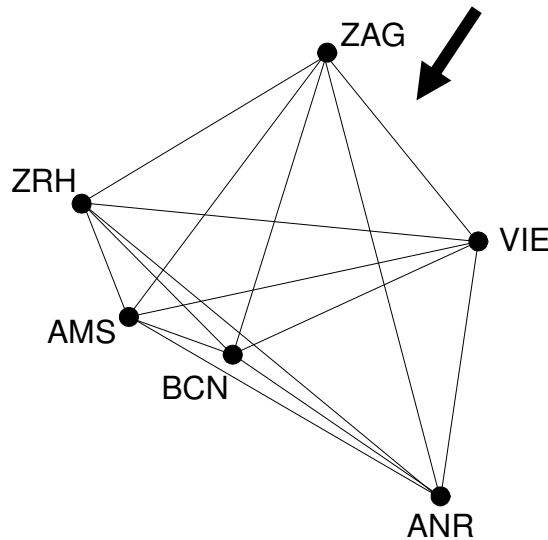
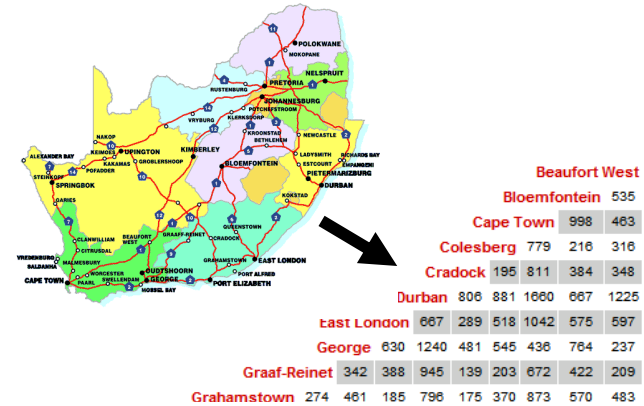
Query

Report (destination)

Benchmark

Multidimensional Scaling

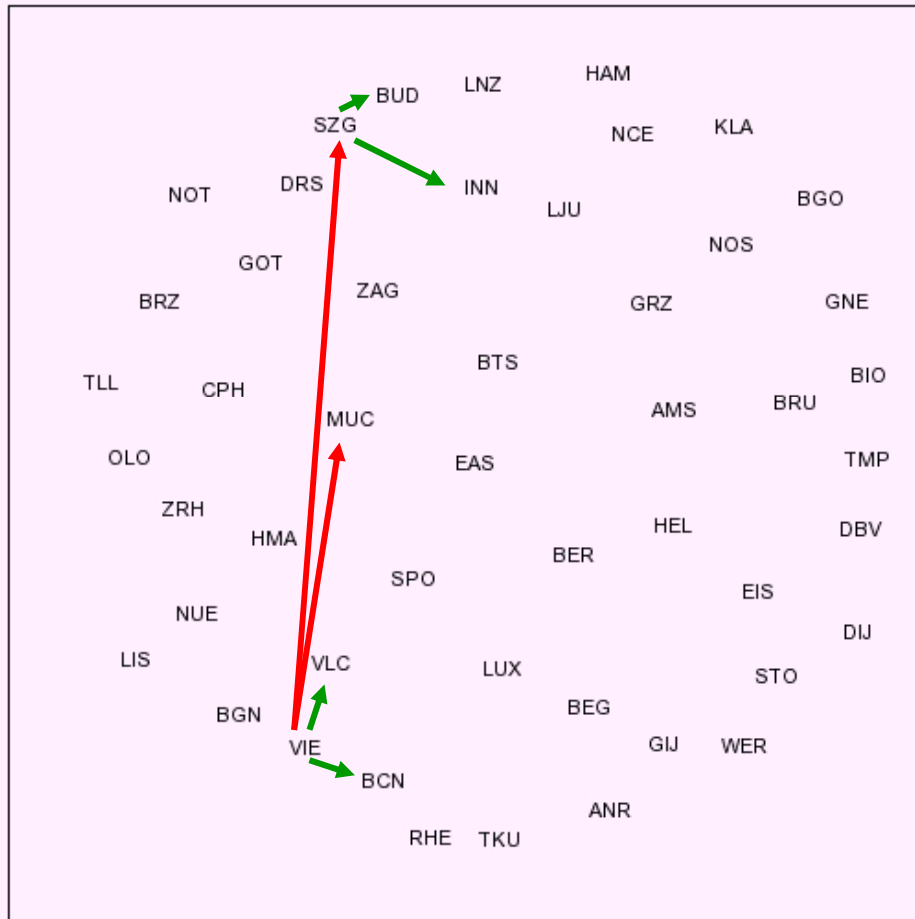
#		Amsterdam	Antwerp	Barcelona	...	Vienna	Zagreb	Zurich
1	Amsterdam	.000						
2	Antwerp	.021	.000					
3	Barcelona	.012	.025	.000				
			
47	Vienna	.031	.036	.033000		
48	Zagreb	.045	.044	.028036	.000	
49	Zurich	.024	.026	.022027	.037	.000



- Calculation of a proximity matrix based on the similarities of seasonal variation in demand
- PROXSCAL multidimensional scaling (MDS) analysis to find an appropriate geometrical representation of the cities

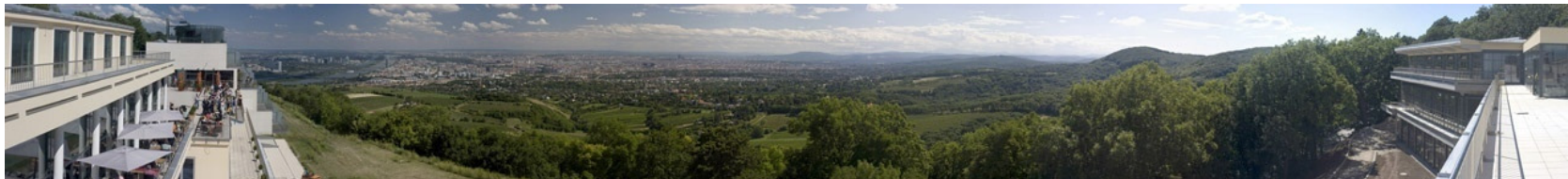
Similarity in Seasonality of 49 cities

Assessing seasonality
Bednights in all paid forms of accommodation establishments
Total foreign and domestic



S	Amsterdam	LNZ	Linz
R	Antwerp	LIS	Lisbon
N	Barcelona	LJU	Ljubljana
G	Belgrade	LUX	Luxembourg City
O	Bergen	HMA	Malmö
R	Berlin	MUC	Munich
B	Bilbao	NCE	Nice
S	Bratislava	NOT	Nottingham
Z	Bregenz	NOS	Novi Sad
N	Bruges	NUE	Nürnberg
U	Brussels	OLO	Olomouc
D	Budapest	RHE	Reims
H	Copenhagen	SBG	Salzburg (City)
	Dijon	EAS	San Sebastian
S	Dresden	SPO	St. Pölten
V	Dubrovnik	STO	Stockholm
	Eisenstadt	TLL	Tallinn
E	Ghent	TMP	Tampere
	Gijón	TKU	Turku
T	Göteborg	VLC	Valencia
Z	Graz	VIE	Vienna
M	Hamburg	WER	Weimar
L	Helsinki	ZAG	Zagreb
I	Innsbruck	ZRH	Zurich
A	Klagenfurt		

- **Analyzing trends in cultural tourism in Europe**
 - Cultural tourism demand
 - Requirements
 - How to retrieve data
 - How to input data



Cultural tourism demand

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Tourism in Europe >> Visitors to attractions

- ▶ Annual data
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Definitions used for measuring the number of visitors

The number of visitors to a site can be measured in different ways which strongly relates to the type of site. Currently there are eight different approaches that are distinguished in TourMIS:

Definition	Remarks and examples
1 Number of free uncontrolled access	open territory; numbers are estimated
2 Number of free controlled access	counting by rotary spray, photo sensor, free tickets, or similar
3 Total number of free access	sum of 1 and 2
4 Number of visitors paying reduced rates	number of sold tickets
5 Number of visitors paying full rates	number of sold tickets
6 Number of extraordinary paying visitors	number of paying visitors at special events or exhibitions (paying a different price)
7 Total number of paying visitors	sum of items 4, 5, and 6
8 Total number of visitors	sum of item 3 and 7 or 1, 2, 4, 5, and 6

Attractions and sights

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Small classification system

Type of experiences:

- (1) Entertainment
- (2) Cultural
- (3) Tradition
- (4) Landscape and building

Attractions and sights

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Large classification system

19 forms of supply/ types of attraction

- | | |
|---|--|
| 1 Museums or galleries | 11 Theatres |
| 2 Churches and Monasteries | 12 Operas |
| 3 Historic streets or hiking paths | 13 Concert Houses |
| 4 Castles, ruins or palaces | 14 Historic birth places or residential premises |
| 5 Adventure/amusement parks and exhibitions | 15 Zoos and other animal attractions |
| 6 Natural Parks and reserves | 16 Hot springs, spas and water sport sights |
| 7 Cablecars, elevators and similar | 17 Mines and caves |
| 8 Ferries and boat excursions | 18 Towers and viewing spots |
| 9 Company/premises exhibitions/Tours | 19 Memorial and cemeteries |
| 10 Historic train rides | |

Attractions and sights

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Requirements

- Independent, spatially confined establishments or attractions for visitors
- Both subject to admission fee or free entrance
- Regular access (min. 200 days/year)
- Regular data collection: existence of a regular survey of visitation

Comparing the number of visitors

[ire] Fr. Valeria Croce (Supervisor)

Deutsch 

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 1000  %     

Number of visitors in all attractions/sights (comparison)

Total number of visitors

Year: 2007 (sorted by number of visitors)

Form of experience: Entertainment

Attraction	Province	number of visitors	% p.y.
Schönbrunn Zoo	Vienna	2,453,987	8.1
Giant Ferris Wheel	Vienna	620,000	-5.5
Museum of Fine Arts (Main Building)	Vienna	619,318	0.1
Wolfqangsee Schifffahrt	Salzburg	426,919	-1.3
Danube Tower	Vienna	415,000	1.7
Technical Museum	Vienna	289,179	2.5
Zoo Salzburg	Salzburg	287,332	7.6
Schafberg Zahnradbahn (Anzahl in Einzelfahrten)	Salzburg	278,785	9.1
Hellbrunn (Schloß u. Wasserspiele)	Salzburg	267,987	-5.0
Spanish Riding School	Vienna	233,711	7.2
House of Music	Vienna	199,533	-0.6
Eisriesenwelt, Werfen	Salzburg	167,895	6.0
Butterfly House and Palm House, Imperial Palace	Vienna	112,034	12.9
Salzburger Freilichtmuseum	Salzburg	89,232	4.8
Salzburg Museum (former Carolino Augusteum)	Salzburg	62,174	
Stiegl's Brauwelt, Salzburg	Salzburg	60,700	0.0
Burg Mauterndorf	Salzburg	30,700	6.4
Spielzeugmuseum	Salzburg	29,520	-2.6

Total **6,644,006** **4.6**

Table: SEH-J1

Development of one attraction/sight

[ire] Fr. Valeria Croce (Supervisor)

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Albertina (SEH0256)

Type of attraction: Museums or galleries
Form of experience: Culture

number of visitors 2003 - 2007

Period	Albertina		Benchmark (1)		Vienna (2)	
	absolute	% p.y.	% p.y.	n	absolute	% p.y.
2003	804,678		-5.0	85	7,942,195	4.2
2004	750,535	-6.7	2.5	82	8,431,542	6.2
2005	561,794	-25.1	-2.7	95	8,758,049	3.9
2006	725,759	29.2	-1.8	85	9,349,005	6.7
2007	557,307	-23.2	2.9	50	9,655,181	3.3

(1) Value of other attractions of the same type (median value, n=number of)

(2) Bednights in all forms of accommodation (Total)

Table: SEH-J3

Generated between 2008-09-10 (16-18-51) and 2008-09-10
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