Welcome to Modul University Vienna

Karl Wöber

16th TourMIS Workshop

September 09, 2021

Introduction

- Name, destination/origin, organisation
- Are you a registered TourMIS user? Since when (approx)?
- 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 did you participate in the TourMIS workshop?

Outline of Workshop

10:00 - 11:00	**Introduction to the Tourism Marketing Information System - TourMIS** *By Karl Wöber* *Modul University Vienna* This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr. Karl Wöber. At the end of this session Karl gives an overview of the new features he programmed during the last year and introduces the outline of the workshop.	

11:00 - 12:15	How to become an active contributor to TourMIS **Room 2.09** *By Karl Wöber* **(Online 'Main Room')** *Modul University Vienna* This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system.	How to enter and analyze visitors to attractions and sites **Room 2.07** *By Bozana Zekan* **(V 'Second Room')** *Modul University Vienna* The attractions and sites database is a unique tool for monitoring and comparing the importance of culturalandnaturalattractionsinEuropeantourism destinations. Bozana will show you the power of this tool and how to participate in this project. **The ECM shopping barometer** *By Bozana Zekan* *Modul University Vienna* The objective of the ECM shopping barometer is to shed light on the costs differential existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors. Bozana will explain these items and show how to become an active participant in this project.

12:15 - 13:30	LUNCH BREAK

Outline of Workshop

	Room 2.09 (Online 'Main room')	**Room 2.07 (Online 'Second room')**
13:30 - 14:15	**Benchmarking tourism destinations - Part 1** *By Karl Wöber* *Modul University Vienna,* This session introduces participants to the basic analysis and reporting features. Karl will explain how to benchmark tourism demand by comparing the number of arrivals, bednights, average length of stay, and occupancy rate of a destination; how to calculate market trends and market shares, and how to retrieve graphs in TourMIS.	**Meetings industry benchmarking on TourMIS** *By Jason Stienmetz* *Modul University Vienna* In this session Jason will present a very powerful tool that allows city tourism destinations to share and compare data on their meetings industry.
14:15 - 14:45	**Benchmarking tourism destinations - Part 2** *By Karl Wöber* *Modul University Vienna* Karl will explain how to calculate, monitor and benchmark the intensity of seasonality by advanced statistical methods and how to measure the risk of a skewed (unbalanced) guest mix. **Room 2.09 (Online 'Main Room')**	
14:45 - 15:15	**COFFEE BREAK**	

Outline of Workshop

Room 2.09 (Online 'Main room')

15:15 - 16:00	**The ECM Benchmarking Report & The ECM Meetings Statistics Report** *By Bozana Zekan & Jason Stienmetz* *Modul University Vienna,* Bozana and Jason will team up and present the latest information and updates on the two key reports by ECM.
16:00 - 16:45	**Estimating CO_2 emissions generated by tourism in European cities** *By Karl Wöber* *Modul University Vienna,* In this session Karl will present to you a model which allows tourism destinations to estimate and to monitor their CO_2 emissions caused by tourists traveling to their destination.
16:45 - 17:30	**The future development of TourMIS** *By Karl Wöber* *Modul University Vienna,* In this workshop style session participants are invited to discuss various options for the future development of TourMIS.
18:00	**Transfer to Motel One Wien-Westbahnhof (for delegates not registered for our dinner event) or to restaurant Zum Martin Sepp (http://zummartinsepp.at/).** We recommend that you take a scenic walk through the vineyards to the restaurant and join us there for the traditional Austrian food and wine.
18:30	**Dinner at Zum Martin Sepp; Transfer back to hotel at 22:00.**

TourMIS – www.tourmis.info

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 (bridging the gap between academia and industry)

International data compiled in TourMIS

- Arrivals (annual, monthly data, latest trends)
- Bednights (annual, monthly data, latest trends)
- 60 markets, including domestic visitors
- Capacities (# of hotels, spaces, annual data)
- Average occupancy rate
- Population
- Number of visitors to major attractions
- Travel distance indicator
- Eurocity visitor survey
- Last available change rates (ETC data inputters only)
- Shopping barometer (ECM data inputters only)
- MICE statistics (ECM data inputters only)
- Calculated: Average length of stay, occupancy rate, tourism density, CO_2 emissions

Development of TourMIS

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

2001 Number of visitations to Austrian attractions

2003 Executive summary tool

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

2005 First TourMIS Workshop (Brussels)

2007 Tool for analyzing seasonality

2008 ECM Shopping Barometer, UNWTO Ulysses Award

2010 Number of visitations to attractions in Europe

2016 MICE database

2020 CO_2 estimation for city tourism

2021 16th TourMIS Workshop & International Seminar

Number of inquiries

- ~ 24.000 registered users
- approx. 2,000 active users during the last 6 months
- 60% tourism industry

- ~ 100,000 inquiries
- 9,000 per month
- every 5 minutes one inquiry!

Registration as data inputter

TourMIS has 200 data inputters (140 ECM, 60 ETC) authorized persons should …

- … have a minimum knowledge of tourism statistics in his/her region (how to get information and how to read and interpret the statistics)

- be registered on TourMIS (for free!)

- be willing to enter statistics on a regular basis

… then send an email to support@tourmis.info and ask for data input authorization for your destination

Changes & new features since 2019

1. March 2019: Travel distance estimator has been revised and extended. We added a function which estimates the transportation mode to the destination and the CO_2 emissions. In 2020, we added a new data input sheet which allows data inputters to enter data on mode of transportation and roundtrips.

2. September 2019: www.tourmis.info finally moved to SSL; www.tourmis.com is not be supported anymore.

3. November 2019: New contact persons @TourMIS:
   ➢ admin@tourmis.info for technical questions
   ➢ mice@tourmis.info for questions related to the MICE database
   ➢ support@tourmis.info for any other questions

4. December 2019: Webanalytics not supported anymore

5. February 2021: New Server!
   ➢ Reaction time was significantly improved
   ➢ Homepage and main menu was revised to improve usability

Changes & new features since 2019

6. March 2021: The format of all MS Excel tables have been improved; all MS Excel tables generated by TourMIS have the latest xlsx format.

7. April 2021: An interface for dynamically maintained graphics (API for graphics) was created. It allows integrating (selected) charts in dashboards or websites of TourMIS users.

8. April 2021: An e-mail reminder service was set up for entering the number of visitors to tourist attractions and sights.

9. July 2021: An interface was added to automatically import tourism statistics for all Dutch regions.

10. August 2021: Table ETC-M4 (European Countries >> Nights and Arrivals >> Monthly data >> Absolute Figures) An option was added to compare data from two different years (selected by the user).

Outline of Workshop

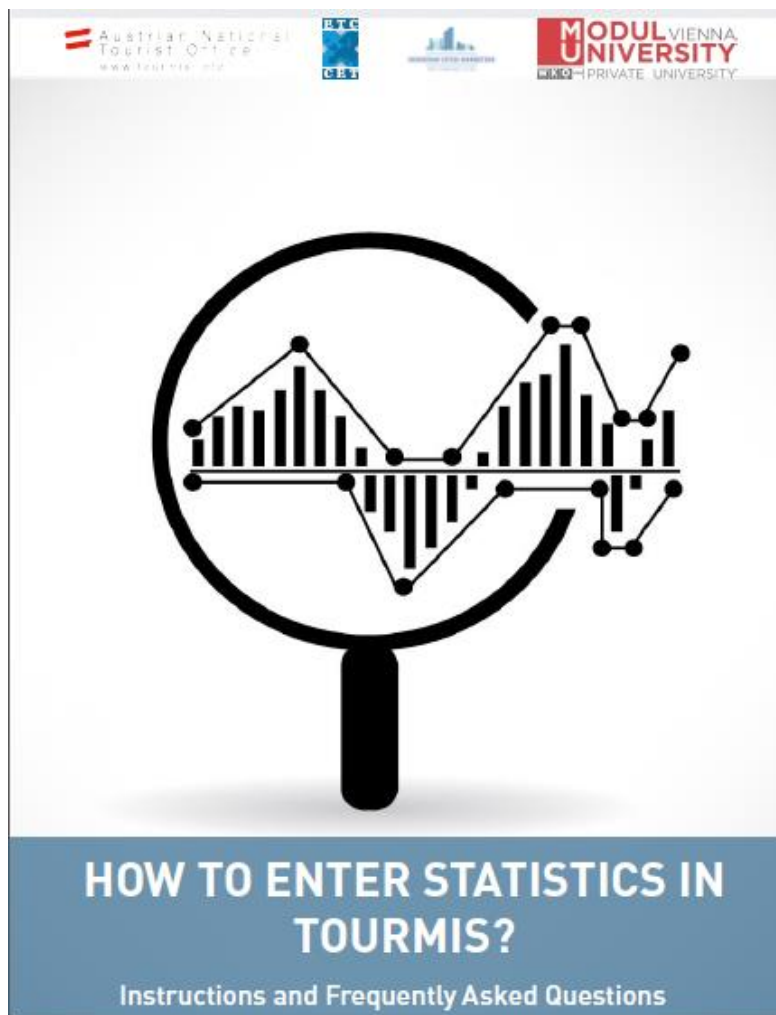| 11:00 - 12:15	How to become an active contributor to TourMIS **Room 2.09** By Karl Wöber **(Online 'Main Room')** Modul University Vienna	How to enter and analyze visitors to attractions and sites **Room 2.07** By Bozana Zekan **(V 'Second Room')** Modul University Vienna
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How to become an active contributor

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!

Definitions available in TourMIS

A few questions to think about …

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

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

- See UNWTO & Eurostat definitions and read Chapter 3 in the TourMIS Manual

TourMIS Manual

HOW TO ENTER STATISTICS IN TOURMIS?

Instructions and Frequently Asked Questions

12 measures compiled by ETC

1. **Arrivals** of <u>visitors</u> at frontiers
2. Arrivals of <u>tourists</u> 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 (**units**)
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 (**units**)
11. Number of **bed spaces** in hotels and similar establishments
12. Average **occupancy rate** in hotels and similar establishments

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

1. Online Form (50%)

2. Using the Standard Excel Template which can be downloaded from www.tourmis.info (20%)

3. Using your own Excel file and the TourMIS flexible Excel interface (30%)

OR: Using a semi- or fully-automatic upload procedure by the database of a destination's statistical office (AT, BE, LUX, NL)

OR: Using a TourMIS build-in function for fully-automatically transferring the data from the Eurostat database

Genova 2009-2017

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	**Statistica flussi turistici - network European Cities Tourism**																
2	**Genova: Presenze in tutte le strutture ricettive**												**dati mensili 2017**			
3		Gennaio	Febbraio	Marzo	Aprile	Maggio	Giugno	Luglio	Agosto	Settembre	Ottobre	Novembre	Dicembre	Totale per paese		Parz. 2016	Delta
4	**Mercato**																
5	Austria	300	327	585	1,158	692	808							3,870		3,822	1.26%
6	Belgio	535	379	528	937	891	1,438							4,708		5,060	-6.96%
7	Bulgaria	163	139	281	623	376	480							2,062		3,253	-36.61%
8	Croazia	226	198	228	540	542	253							1,987		2,529	-21.43%
9	Cipro	48	43	45	27	26	73							262		431	-39.21%
10	Rep. Ceca	101	157	235	318	410	547							1,768		1,926	-8.20%
11	Danimarca	128	176	228	339	385	654							1,910		1,961	-2.60%
12	Estonia	71	67	80	130	91	149							588		802	-26.68%
13	Finlandia	152	166	200	460	411	897							2,286		2,241	2.01%
14	Francia	3,229	4,764	4,966	13,286	12,424	8,277							46,946		41,974	11.85%
15	Germania	2,152	2,300	3,722	7,238	6,310	8,927							30,649		27,439	11.70%
16	Grecia	350	226	260	370	470	745							2,421		3,306	-26.77%
17	Ungheria	169	176	315	523	321	401							1,905		2,490	-23.49%
18	Islanda	35	40	66	45	87	206							479		218	119.72%
19	Irlanda	165	143	253	290	293	505							1,649		1,640	0.55%
20	**Italia**	**65,450**	**64,273**	**79,847**	**98,426**	**82,326**	**86,623**							**476,945**		**467,338**	**2.06%**
21	Lettonia	63	39	48	79	124	85							438		803	-45.45%
22	Lituania	161	117	148	293	250	343							1,312		943	39.13%
23	Lussemburgo	150	40	69	187	92	163							701		446	57.17%
24	Malta	169	105	79	88	100	124							665		402	65.42%
25	Paesi Bassi	717	570	912	1,614	2,213	2,066							8,092		8,663	-6.59%
26	Norvegia	236	206	224	335	412	593							2,006		2,198	-8.74%
27	Polonia	439	382	620	1,075	1,338	1,294							5,148		6,188	-16.81%
28	Portogallo	254	233	386	972	961	825							3,631		4,143	-12.36%
29	Romania	1,719	2,018	2,516	2,390	2,743	2,570							13,956		17,899	-22.03%
30	Russia	1,513	972	1,308	2,892	3,619	4,447							14,751		11,813	24.87%
31	Slovacchia	110	60	98	88	247	253							856		473	80.97%
32	Slovenia	86	141	84	277	410	186							1,184		1,664	-28.85%
33	Spagna	1,900	1,606	2,206	3,993	2,696	3,238							15,639		16,484	-5.13%

◄ ► ... | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | **2017** | confronto 2010-17 | ⊕

Denmark May 2017

Kommercielle overnatninger i alt ekskl. feriehuse i maj 2017

	Hele landet		Regionen i alt		Københavns Kommune		Frederiksberg Kommune		Brøndby Kommune		Gentofte Kommune		Hvidovre Kommune		Høje-Taastrup Kommune	
	Maj 2016	Maj 2017	Maj 2016	Maj 2017	Maj 2016	Maj 2017	Maj 2016	Maj 2017	Maj 2016	Maj 2017	Maj 2016	Maj 2017	Maj 2016	Maj 2017	Maj 2016	Maj 2017
I alt	3,192,778	3,193,928	1,007,822	1,022,407	662,854	674,937	23,373	16,804	5,209	5,558	13,677	14,240	8,125	8,647	7,822	7,880
Danmark	2,132,779	2,126,308	472,188	459,551	225,496	215,019	12,420	7,055	3,528	3,919	6,678	7,574	4,892	4,299	4,566	4,304
Udlandet samlet	1,059,999	1,067,620	535,635	562,856	437,358	459,918	10,953	9,749	1,681	1,639	6,999	6,666	3,233	4,348	3,256	3,576
Færøerne	3,653	2,998	2,601	2,021	1,802	1,563	25	83	0	1	3	10	2	6	0	8
Grønland	2,454	2,179	2,157	1,715	1,787	1,291	10	91	0	18	14	2	2	0	0	0
Belgien	12,793	10,794	8,818	6,875	7,831	5,889	162	227	24	9	83	100	22	13	14	4
Bulgarien	876	898	742	822	624	722	40	41	0	1	0	2	9	5	10	5
Cypern	595	353	460	238	430	152	0	40	0	0	0	2	0	0	0	0
Estland	865	1,060	568	603	455	444	36	39	4	0	2	47	6	2	6	0
Finland	15,612	17,287	10,122	10,777	8,711	8,990	269	179	51	73	41	32	68	104	125	63
Frankrig	20,940	22,621	16,500	18,252	14,282	16,062	433	473	13	5	381	412	30	17	56	8
Grækenland	2,423	2,498	1,951	2,014	1,789	1,674	48	120	0	0	13	13	6	2	5	0
Holland	67,840	57,468	18,350	16,404	13,498	12,732	300	223	21	26	321	415	77	88	109	112
Irland	4,048	3,962	3,373	3,085	2,629	2,730	60	133	1	0	37	33	10	3	1	1
Island	4,423	5,355	3,352	3,729	2,966	3,194	90	123	6	0	42	51	1	6	10	4
Italien	21,472	23,706	17,122	19,769	15,034	17,007	818	990	54	16	69	111	151	589	6	22

Måned | År til dato | 12MND

Ankara 2019

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	**Ankara**												
2		**January**	**February**	**March**	**April**	**May**	**June**	**July**	**August**	**September**	**October**	**November**	**December**
3	France	3,229	4,764	4,966	13,286	12,424	8,277						
4	Germany	2,152	2,300	3,722	7,238	6,310	8,927						
5	Italy	**55,998**	**64,273**	**79,847**	**98,426**	**82,326**	**86,623**						
6	Moldova	1,513	972	1,308	2,892	3,619	4,447						
7	Turkey	2,920	3,580	5,220	8,635	13,810	15,148						
8	Other Europe	1,017	973	785	1,566	1,811	2,545						
9	**Europa**	**66,829**	**76,862**	**95,848**	**132,043**	**120,300**	**125,967**						
10	USA	1,252	1,335	2,864	4,431	5,017	6,093						
11	Other America	1,017	973	785	1,566	1,811	2,545						
12	**America**	**2,269**	**2,308**	**3,649**	**5,997**	**6,828**	**8,638**						
13	China	1,396	1,521	1,712	2,934	2,863	3,550						
14	Other Asia	1,741	1,868	3,099	3,949	4,216	5,123						
15	**Asia**	**3,137**	**3,389**	**4,811**	**6,883**	**7,079**	**8,673**						
16	Other Africa	1,274	1,264	1,703	1,338	1,600	1,368						
17	**Africa**	**1,274**	**1,264**	**1,703**	**1,338**	**1,600**	**1,368**						
18	Australia and New Zealand	576	236	504	1,153	1,767	2,353						
19	Other Oceania	205	238	226	705	514	242						
20	**Oceania**	**781**	**474**	**730**	**1,858**	**2,281**	**2,595**						
21	**Total Foreign**	**71,370**	**80,717**	**101,521**	**139,484**	**124,278**	**132,093**						
22	**Total Domestic**	**2,920**	**3,580**	**5,220**	**8,635**	**13,810**	**15,148**						
23	**Total Foreign and Domestic**	**74,290**	**84,297**	**106,741**	**148,119**	**138,088**	**147,241**						

2021

Interface to external databases (overview)
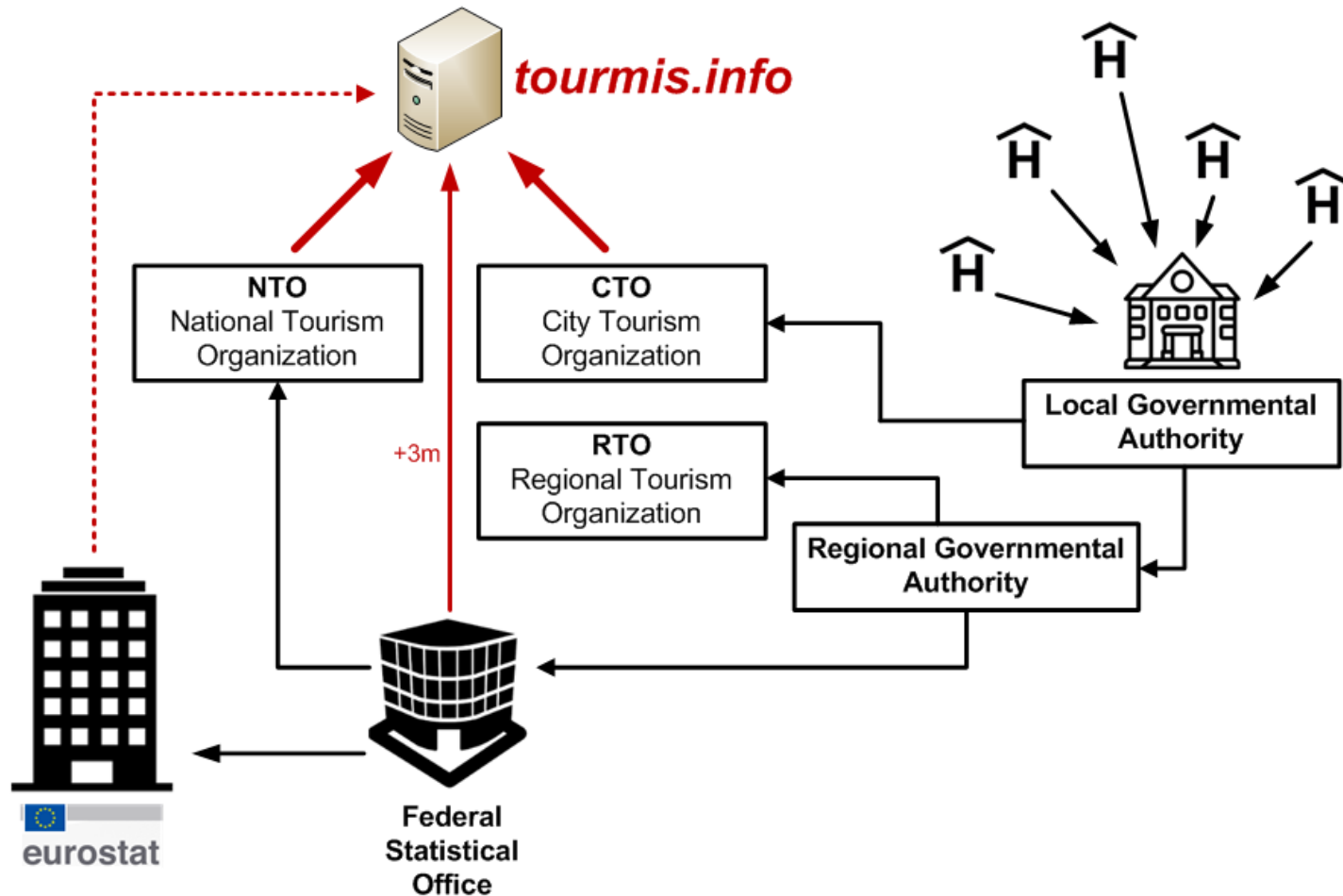
Eurostat

Eurostat > Industry, Trade, and Services > Tourism (Database by themes)

Annual data

1. **Nights** spent at tourist accommodation establishments by country/world region of residence of the tourist (tour_occ_ninraw)
   a. **European countries**; 57 markets; Nace_r2 = I551-I553; since 1990 => Bednights in all forms of paid accommodation (NA)
   b. European countries; 57 markets; Nace_r2 = I551; since 1990 => Bednights in hotels and similar establishments (NG)

1. **Arrivals** at tourist accommodation establishments by country/world region of residence of the tourist (tour_occ_arnraw)
   a. **European countries**; 57 markets; Nace_r2 = I551-I553; since 1990 => Arrivals in all forms of paid accommodation (AA)
   b. European countries; 57 markets; Nace_r2 = I551; since 1990 => Arrivals in hotels and similar establishments (AG)

Eurostat

Eurostat > General and regional statistics > Urban audit (Database by themes)

Cities and greater cities

1. Population on 1 January by age groups and sex - cities and greater cities (urb_cpop1)
   a. DE1001V – Population on the 1st of January, total

Functional urban areas

2. Population on 1 January by age groups and sex - functional urban areas (urb_lpop1)
   a. DE1001V – Population on the 1st of January, total

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