



TourMIS: Benchmarking Tourism Destinations

Vienna | Sept. 12th 2013

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Content



- Capacity data tables and data entry
- Data entry 3.0: personal import tool
- The ranking of destinations based on latest available relative figures for each market
- Measuring and comparing the average length of stay
- Measuring and comparing seasonality in European destinations

Capacity view and data entry



General Information +

Tourism in Europe -

- ▶ Latest Trends
- ▶ Performance last 10 years
- ▶ **Nights & arrivals**
- ▶ Attractions & sights

City tourism +

Tourism in Austria +

Mediterranean & Middle Ea +

[Logout](#)

Tourism in Europe >> Nights & arrivals

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

- ▶ Availability and definitions (Data Input Timetable)
- ▶ Enter/edit latest available figures
- ▶ Enter/edit annual and/or monthly bednights or arrivals
- ▶ **Enter/edit annual capacities and occupancy rates**
- ▶ Define MS Excel interface

Capacity view and data entry



Year	# Accommodation establishments	# Bedspaces	% official bed-space occupancy	# Beds / # Accommodation establishments	# Bednights	% Bed-space occupancy calculated
1985						
1986						
1987						
1988						
1989						
1990						
1991						
1992	3569	603469		169.1		
1993	3574	628719		175.9		
1994	3601	607401		168.7		
1995	3622	619568		171.1		
1996	3648	628477		172.3		
1997	3602	631392		175.3		
1998	3574	621586		173.9	27,885,596	12.5
1999	3573	614618		172.0	28,300,819	12.8
2000	3563	609048		170.9	28,906,646	13.2
2001	3550	605544		170.6	28,522,991	13.1
2002	3585	611083		170.5	29,071,943	13.2
2003	3490	606208		173.7	29,018,507	13.3
2004	3538	442424		125.0	28,494,396	17.9
2005	3449	413026		119.8	28,380,693	19.1
2006	3488	379119		108.7	29,372,011	21.5
2007	3521	373081		106.0	29,849,356	22.2
2008	3551	368000		103.6	29,971,839	22.6
2009	3528	363760		103.1	29,250,381	22.3
2010	3556	359897		101.2	30,298,026	23.4
2011	3506	357745		102.0	31,379,844	24.4
2012	3579	364950		102.0	31,020,841	23.6
2013						

Save

Capacity view and data entry

→ ! footnote



Save

valid from - to	Footnotetext	valid for
1985 - 1985 New footnote		<input checked="" type="checkbox"/> Number of all paid forms of accommodation establishments <input checked="" type="checkbox"/> Number of bedspaces in all forms of paid accommodation establishments <input checked="" type="checkbox"/> Number of hotels and similar establishments <input checked="" type="checkbox"/> Number of bedspaces in hotels and similar establishments <input checked="" type="checkbox"/> Annual bed-occupancy in hotels and similar establishments
1992 - 2003 <input type="checkbox"/> Delete	Until 2003 the statistical institute also counted residential spaces on camp sites	<input type="checkbox"/> Number of all paid forms of accommodation establishments <input checked="" type="checkbox"/> Number of bedspaces in all forms of paid accommodation establishments <input type="checkbox"/> Number of hotels and similar establishments <input type="checkbox"/> Number of bedspaces in hotels and similar establishments <input type="checkbox"/> Annual bed-occupancy in hotels and similar establishments

Capacity view and data entry



General Information



Tourism in Europe >> Nights & arrivals

Tourism in Europe



▶ Availability ▶ Monthly data ▶ Annual data ▶ Data entry

- ▶ Latest Trends
- ▶ Performance last 10 years
- ▶ Nights & arrivals
- ▶ Attractions & sights

- ▶ Data input status report
- ▶ Arrivals or nights of a market in all ETC destinations
- ▶ Arrivals or nights in a ETC destination for various markets
- ▶ Development of a market in a single ETC destination (+graph)

City tourism



Tourism in Austria



Mediterranean & Middle East



▶ Accommodations, bedspaces and occupancy in all ETC destinations

Logout

▶ Arrivals and nights (for most countries available definitions) of a market in all ETC destinations (+r 1000

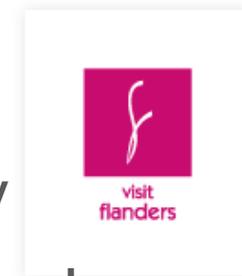
→ ! Data entry

National tourism statistics of the European Travel Commission
Information: All forms of accommodation
Period: 2011

ETC destinations	Capacities							
	Accomm. units		Beds absolute	% p.y.	Bednights		Occupancy	
	absolute	absolute			absolute	% p.y.	(a)	(b)
Austria	63.828	1.246.230	1,1	126.002.551	0,9		28,1	
Belgium	3.506	357.745	-0,6	31.379.844	3,6		24,4	
Cyprus	824	87.082	-1,3	14.284.727	3,5	60,3	45,6	
Czech Rep.				38.235.088	3,6	0,0		
Denmark				44.654.055	3,5	0,0		
Estonia				5.399.392	14,9			
Finland				19.990.515	3,9			
Germany				394.242.517	3,4			
Hungary	2.892	304.087	-2,4	20.615.517	8,3	0,0	18,8	
Lithuania	966			4.924.112	13,7			
Netherlands	6.967	1.206.252	0,3	85.368.500			19,7	
Norway				28.823.318	2,1	0,0		
Romania	5.003	278.503	-10,6	17.914.102	12,2	26,4	17,9	
Slovenia				9.388.095	5,4			
Sweden				52.901.186		0,0		

(a) = Information of the respective statistical office (in %).
(b) = Calculated in % of total bed capacity in 360 days.

Data entry 3.0: personal data import tool



- if your data file is structured in a stable way (fixed structure of columns, variables and codes used)
- if you have data in xls(x?) or xml
- it might be possible to have your personal data import tool

The screenshot shows the 'Data import' section of the TourMIS web application. The header includes the Austrian National Tourist Office logo and website (www.tourmis.info), along with logos for ETC, CPT, and MU. The user is identified as '[studie] Hr. Vincent Nijs' and the language is set to 'Deutsch'. The left sidebar contains a menu with 'Data import' highlighted. The main content area shows a dropdown menu set to 'xls: Belgium, Vlaanderen' and an 'OK' button. Below this, a message states: 'Generated between 2013-09-11 (17-09-55) and 2013-09-11 (17-09-55). (c) ÖW/MU (http://www.tourmis.info)'. The sidebar also lists 'Tourism in Europe', 'City tourism', 'Tourism in Austria', and 'Logout'.

+ also your cities in one file

Ranking of destinations based on latest available relative figures for each market

Monthly data – latest available figures → MORE MARKETS



General Information + **Tourism in Europe >> Nights & arrivals**

Tourism in Europe -

- ▶ Latest Trends
- ▶ Performance last 10 years
- ▶ Nights & arrivals
- ▶ Attractions & sights

City tourism +

Tourism in Austria +

Mediterranean & Middle East +

Logout

▶ Availability ▶ Monthly data ▶ Annual data ▶ Data entry

▶ Trends based on latest available relative figures

▶ Ranking of destinations based on latest available relative figures for each market (+graph)

▶ Arrivals or nights of a market in all ETC destinations

▶ Arrivals or nights in a ETC destination for various markets

🖨️ 1000 % 🇺🇸 🇩🇪 🇬🇧 🇫🇷 🇮🇹 🇯🇵 🇳🇱 ⚠️

National tourism statistics of the European Travel Commission
Last available figures 2012 compared to previous year

ETC destinations	1	Market (2)												
		Foreign %	AT %	CA %	CH %	CHINA %	DE %	DK %	ES %	FR %	IN %	IT %	JP %	NL %
Austria	NA	5,1	2,6	2,6	12,0	33,9	5,4	-4,3	-2,6	3,2	2,8	-2,8	23,9	3,1
	AA	5,4	4,7	3,8	12,0	32,9	4,8	-3,2	-2,2	2,9	4,2	0,2	28,4	2,9
Belgium	NA	2,6	19,8	1,9	10,6	23,2	-2,2	10,5	-3,2	4,3	3,0	0,8	23,5	-1,1
	AA	2,8	15,6	3,7	8,7	19,7	-1,8	12,5	-4,6	1,9	12,3	0,8	20,3	2,1
Bulgaria	AT	-2,3	-6,6	0,1	-8,7	22,2	-13,2	-19,6	-1,5	-14,4	31,7	-8,2	39,6	-8,1
Croatia	NA	7,0	5,7	17,2	10,6	64,3	8,7	-1,8	-22,1	-0,1	112,6	-6,2	37,1	24,1
	AA	7,6	6,1	17,7	7,7	53,9	8,7	9,1	-24,9	-1,3	76,1	-6,8	38,6	21,1
Cyprus	AT	-3,5	224,5	10,8	43,5	68,0	12,1	-92,4	-23,9	1,1	-2,7	5,0	250,0	-53,1
Czech Rep.	NA	6,0	7,3	9,6	12,6	12,1	1,2	1,6	-17,9	-5,8		8,5	20,3	-8,1
	AA	6,9	11,7	13,9	10,9	11,9	2,6	0,8	-12,0	-4,0		11,3	28,5	-5,1
Denmark	NG	8,4	23,6	4,8	14,6	36,8	5,8	3,5	-7,1	16,3		19,6	9,0	8,1
Estonia	NA	6,3				11,1	22,7	14,8	-1,7	12,7		12,2	19,3	10,1
	AA	8,1				-9,0	22,8	19,9	-10,9	11,1		19,0	9,9	10,1
Finland	NA	10,6	16,3	2,1	26,8	12,9	4,7	-5,9	-21,1	6,1	-22,6	-10,8	26,2	-0,1
Germany	NA	9,8	8,7	0,7	15,6	18,6	6,5	12,9	5,6	5,1	14,4	6,0	19,3	9,1
	AA	9,0	7,4	2,8	15,6	15,0	6,2	12,0	5,2	8,2	15,8	4,3	27,0	8,1
Hungary	NA	7,8	-3,8	8,1	4,3	-0,1	4,8	-14,9	11,4	-2,9		20,9	41,0	27,1
	AA	7,2	-1,1	4,3	7,0	10,1	7,4	-12,0	7,5	-6,9		19,2	34,9	20,1

Ranking of destinations based on latest available relative figures for each market



ETC destination		Foreign	AT	CA	CH	CHINA	DE	DK	ES	FR	IN	IT	JP	NL	NO	PL	SE	RU	UK	US	Period	Di
Lithuania	NA	+29,1		+47,3		+14,4	+86,0			-64,4		+25,2	+8,0	+62,1				+64,9	+16,4	+30,4	Jan-Mar	Pr
Estonia	NA	+18,5					+24,7			+0,0		+37,5	+42,1	+124,6				+58,6	+68,7	+21,0	Jan-Apr	AA
Serbia	NA	+18,4		+35,3			+22,3			+23,8		-10,4		+10,1				+31,2	+22,3	+6,5	Jan-Jun	AA
Spain	NG	+16,7	+19,9		+28,9		+15,9	+36,6		+18,6		+20,8	+5,3	+17,3	+25,4	+55,9	+30,6	+62,1	+10,7	+12,9	Jan-Jun	AA
Latvia	NA	+14,7					+4,4			-9,7		+1,5						+53,0	-6,5	+27,7	Jan-Mar	AA
Cyprus	AT	+12,6	+10,2	-21,0	+17,2	+84,3	+16,9	+7,7	+22,9	+33,2		+28,0	-57,2	+26,4	+1,6	+31,0	+6,5	+55,9	+1,5	+7,6	Jan-Jul	ES
Czech Rep.	NA	+11,9	+4,2	+25,3	+3,6	+44,3	+3,1	-9,6	+12,0	+24,3		-1,0	-11,1	+8,4	-11,0	+12,8	-2,5	+48,7	-6,5	+7,9	Jan-Jun	AA
Croatia	NA	+11,5	+12,1	+17,2	+4,8	+74,4	+15,7	-0,8	+21,7	+1,3		+10,3	-19,9	-11,2	+10,0	+16,7	+2,6	+16,4	-0,9	+18,6	Jan-Jun	AA
Romania	NA	+10,8		+22,2		+19,8	+2,8			+6,9		+5,6	+22,3	-5,1				-0,8	-27,6	+22,2	Jan-Mar	AA
Finland	NA	+10,5		+44,5		+6,2	+5,7			+4,5	-11,5	+6,2	+8,4	+5,7				+19,8	-5,9	+21,7	Jan-May	AA
Portugal	NG	+10,3					+5,8			+19,2		+7,7		+8,2				+40,3	+12,7	+10,4	Jan-Apr	AA
Malta	NA	+9,5	-16,3				+7,0	+10,6	+6,9	+39,3		+1,1		+43,4	-8,1	+14,7		+9,4	+2,9	-0,8	Jan-Jun	AA
Germany	NA	+9,3		+15,5		+18,1	+4,4			+9,2	+16,2	-4,8	+18,8	+5,7				+29,4	+8,2	+6,8	Jan-Apr	AA
Ireland Rep	AT	+8,9					+11,2			+19,9		-5,3							+7,4	+12,8	Jan-Mar	ES
Poland	NA	+7,5		-4,8		+61,9	+7,9			+14,4	-35,9	+1,3	-12,4	+3,1				+26,6	+0,6	+6,9	Jan-Apr	AA
Sweden	NG	+6,5		-5,6		+26,5	+5,9			+5,0		-18,5	+7,4	-4,2				+3,5	+4,7	+4,3	Jan-Feb	AA
Denmark	NA	+6,3	+9,3	+52,3	+43,2	+7,9	+1,1	+3,4	+9,4	+25,4		+3,8	+6,0	-5,7	+11,6	+6,8	+20,9	+21,5	+19,4	+26,9	Jan-Jun	AA
Hungary	NA	+5,9	+4,2	+9,2	+0,5	+55,4	-4,4	+4,3	+13,0	+4,3		-1,2	-21,6	+9,6	+6,9	+21,6	+7,3	+23,4	+9,7	+7,4	Jan-Jun	Pr
Slovenia	NA	+5,6		+8,5		+119,5	-0,7			+7,2		+2,7	-13,7	-14,6				+44,3	-3,2	+26,4	Jan-May	AA
Netherlands	NA	+5,3		+5,9	+15,3	-1,6	+7,5	-5,4	-2,0	-9,1	+21,8	-3,0	-9,9		-2,7	+11,5	+10,0	+34,5	-1,1	+7,0	Jan-Apr	Pr
Belgium	NA	+4,0	+5,0	+19,8	+13,5	+17,7	-0,2	-0,4	+11,5	+3,3	+5,4	+8,8	+3,4	+0,3	+2,0	+17,5	+11,4	+29,4	-1,2	+14,7	Jan-Apr	Pr
United Kingdom	AV	+4,0	-7,0	+14,0	+23,0	+44,0	+2,0	+10,0	+3,0	+3,0	-4,0	+13,0	+15,0	+13,0	-2,0	-4,0	+8,0	+16,0		+8,0	Jan-Jun	ES
Flanders	NA	+3,6	+1,6	+22,6	+16,6	+30,0	-1,2	+1,5	+9,8	+3,4	+6,9	+9,0	+3,5	-1,2	+2,2	+13,5	+9,0	+30,3	-1,8	+17,4	Jan-Apr	Pr
Montenegro	NA	+2,4		+42,7			+49,6			+20,1		+28,4	+51,4	-11,3				+19,2	+19,4	-40,0	Jan-May	AA
Slovakia	NA	+2,4		+27,5		-38,2	-14,0			+17,6	+67,2	-11,7	+61,3	-13,3				+14,8	-6,9	+26,5	Jan-Mar	AA
Italy	AV	+1,5		+4,7		+45,5	-3,0			+2,1	+20,5		-25,5	-16,5				+14,9	+0,3	+15,6	Jan-Mar	AA
Norway	NG	+1,4	+1,7	+8,2	+13,4	+28,9	-3,5	-6,4	-4,3	-4,1		-2,1	-3,9	+0,1	+7,2	-17,8	+3,3	+0,7	-1,9	+12,0	Jan-Jun	AA
Austria	NA	+0,3	+0,7	+11,8	+12,3	+41,1	-3,7	-0,7	+9,0	+4,0	+49,6	+3,2	+0,3	+1,9	+3,5	+5,0	+1,7	+25,4	-4,8	+4,4	Jan-Jun	AA
Switzerland	NG	-0,9	-0,4	+5,5	+0,8	+36,9	-7,6	-4,8	+1,7	-1,6	+28,0	-3,8	-9,0	-8,0	+2,9	+3,3	+6,3	+12,1	-6,5	+3,6	Jan-Jun	AA
Bulgaria	NA	-1,9		+11,5		+22,9	-19,0			-13,9		+0,8	-19,8	-2,0				+0,4	-5,3	+4,8	Jan-Mar	AA

(1) AT= Arrivals of tourists at frontiers, AV= Arrivals of visitors at frontiers

AG= Arrivals in hotels and similar establishments, AA= Arrivals in all paid forms of accommodation establishments

NA= Bednights in all paid forms of accommodation establishments, NG= Bednights in hotels and similar establishments

(2) AT = Austria, CA = Canada, CH = Switzerland, CHINA = China, DE = Germany, DK = Denmark, ES = Spain, FR = France, IN = India, IT = Italy,

JP = Japan, NL = Netherlands, NO = Norway, PL = Poland, SE = Sweden, RU = Russia, UK = United Kingdom, US = United States.

info: vincent.nij

Aug 2011

Ranking of destinations based on latest available relative figures for each market



General Information **Tourism in Europe >> Nights & arrivals**

Tourism in Europe

- ▶ Latest Trends
- ▶ Performance last 10 years
- ▶ Nights & arrivals
- ▶ Attractions & sights

City tourism

Tourism in Austria

Mediterranean & Middle East

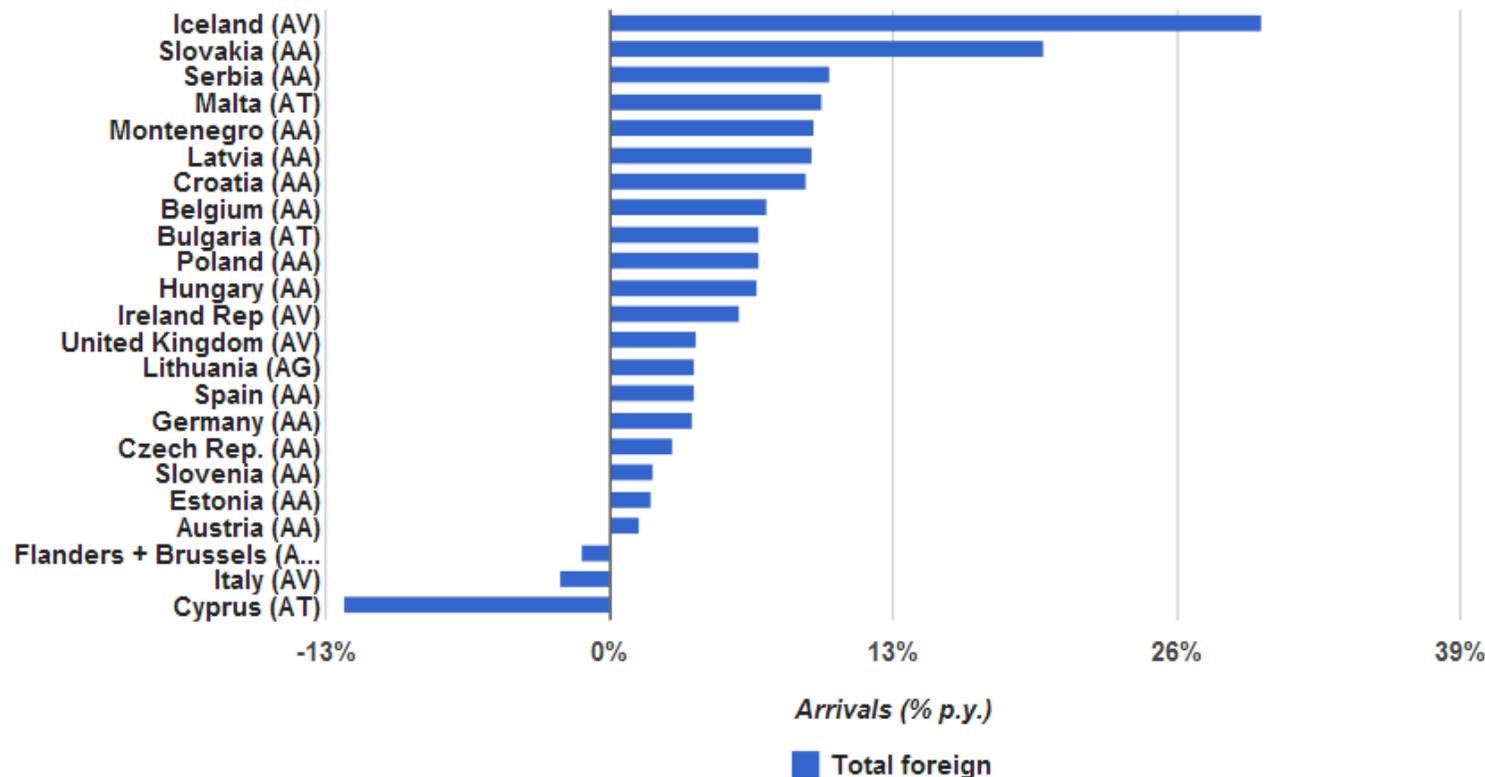
Logout

▶ Availability **Monthly data** ▶ Annual data ▶ Data entry

- ▶ Trends based on latest available relative figures
- ▶ Ranking of destinations based on latest available relative figures for each market (+graph)
- ▶ Arrivals or nights of a market in all ETC destinations
- ▶ Arrivals or nights in a ETC destination for various markets
- ▶ Arrivals and nights (most commonly available definition) of a market in all ETC destinations

Ranking of destinations based on latest available relative figures for each market

Trends based on latest available relative figures 2013



Iceland: Jan-May; Slovakia: Jan-Mar; Serbia: Jan-Jul; Malta: Jan-Jun; Montenegro: Jan-Apr; Latvia: Jan-Mar; Croatia: Jan-May; Belgium: Jan-Mar; Bulgaria: Jan-Jun; Poland: Jan-Apr; Hungary: Jan-Apr; Ireland Rep: Jan-Jul; United Kingdom: Jan-Jun; Lithuania: Jan-Mar; Spain: Jan-Jun; Germany: Jan-Apr; Czech Rep.: Jan-Mar; Slovenia: Jan-May; Estonia: Jan-Jun; Austria: Jan-Jul; Flanders + Brussels: Jan-Apr; Italy: Jan-Mar; Cyprus: Jan-Apr; Arrivals: AT = Arrivals of tourists at frontiers AV = Arrivals of visitors at frontiers AA = Arrivals in all paid forms of accommodation establishments AG = Arrivals in hotels and similar establishments

Average length of stay



- In monthly and annual data section
 - 'In a destination for various markets'
 - 'Of a market in all destinations'
 - 'Development of average length of stay for a market in an ETC destination + GRAPH'

Average length of stay

The screenshot shows a web browser window with the URL www.tourmis.info/cgi-bin/tmintro.pl. The page header includes the logo for the Austrian National Tourist Office and logos for European Cities Marketing, ETC, and MU. The main navigation menu is on the left, and the main content area is on the right. The 'Tourism in Europe >> Nights & arrivals' section is expanded, showing a list of menu items. The item 'Average length of stay in a ETC destination for various markets' is highlighted with a green box.

General Information **Tourism in Europe >> Nights & arrivals**

Tourism in Europe

- ▶ Latest Trends
- ▶ Performance last 10 years
- ▶ Nights & arrivals
- ▶ Attractions & sights

City tourism

Tourism in Austria

Mediterranean & Middle East

Logout

▶ Availability ▶ **Monthly data** ▶ Annual data ▶ Data entry

- ▶ Trends based on latest available relative figures
- ▶ Ranking of destinations based on latest available relative figures for each market (+graph)
- ▶ Arrivals or nights of a market in all ETC destinations
- ▶ Arrivals or nights in a ETC destination for various markets
- ▶ Arrivals and nights (most commonly available definition) of a market in all ETC destinations
- ▶ Development of a market in a single ETC destination (+graph)
- ▶ Assessing seasonality
- ▶ Benchmark seasons by arrivals or nights and markets
- ▶ Seasons (arrivals or nights) in a ETC destination for various markets
- ▶ **Average length of stay in a ETC destination for various markets**
- ▶ **Average length of stay of a market in all ETC destinations**
- ▶ **Development of the average length of stay of a market in a ETC destination (+graph)**

In addition to the annual tourism statistics, many tourism boards are collecting data and exchanging information also during the year.

The **latest available figures** are maintained by market research experts of the various national tourist offices. In this initiative members are asked to enter their data and estimates when the information becomes available in their country. Due to the different methodologies and definitions, however, the comparability and reliability of the data is limited.

Average length of stay



Tourism in Europe >> Nights & arrivals

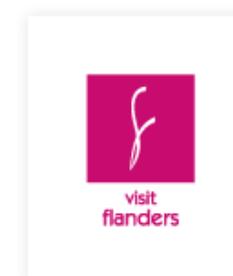
- ▶ Availability
 - ▶ Monthly data
 - ▶ **Annual data**
 - ▶ Data entry
-
- ▶ Data input status report
 - ▶ Arrivals or nights of a market in all ETC destinations
 - ▶ Arrivals or nights in a ETC destination for various markets
 - ▶ Development of a market in a single ETC destination (+graph)
 - ▶ Accommodations, bedspaces and occupancy in all ETC destinations
 - ▶ Arrivals and nights (most commonly available definition) of a market in all ETC destinations (+map)
 - ▶ Arrivals- or bednights- benchmarks for a ETC destination
 - ▶ Development of arrivals- or bednights- benchmarks for a destination (+graph)
 - ▶ All markets versus all ETC destinations showing bednights or arrivals
 - ▶ Market volumes and shares of selected destinations (+graph)
 - ▶ Development of a market in all ETC destinations
 - ▶ **Average length of stay in a ETC destination for various markets**
 - ▶ Average length of stay of a market in all ETC destinations
 - ▶ Development of the average length of stay of a market in a ETC destination (+graph)

Destination

Information All accommodation establishments
 Hotels and similar establishments

Year

Average length of stay



1000 %

National tourism statistics of the European Travel Commission
 Destination: Belgium
 Information: All accommodation establishments
 Period: 2012

This table shows the trend in a selected period compared to the same period in the previous year(s)

	Arrivals			Bednights			Average length of stay		
	2012	2011	% p.y.	2012	2011	% p.y.	2012	2011	% p.y.
Austria	43.930	40.897	7,4	98.711	90.910	8,6	2,2	2,2	1,1
Belgium	6.136.448	6.123.995	0,2	14.564.793	14.655.977	-0,6	2,4	2,4	-0,8
Bosnia and Herzegovina	1.613	2.048	-21,2	3.490	5.195	-32,8	2,2	2,5	-14,7
Bulgaria	16.554	16.221	2,1	35.288	35.785	-1,4	2,1	2,2	-3,4
Croatia	8.444	6.787	24,4	16.726	14.384	16,3	2,0	2,1	-6,5
Cyprus	8.614	6.797	26,7	20.560	15.788	30,2	2,4	2,3	2,8
Czech Rep.	33.009	31.368	5,2	73.460	70.373	4,4	2,2	2,2	-0,8
Denmark	62.983	62.073	1,5	124.226	123.655	0,5	2,0	2,0	-1,0
Estonia	7.650	7.041	8,6	14.006	12.490	12,1	1,8	1,8	3,2
Finland	38.018	36.665	3,7	74.292	73.064	1,7	2,0	2,0	-1,9
France	1.187.349	1.211.281	-2,0	2.258.382	2.301.498	-1,9	1,9	1,9	0,1
Georgia	2.352	2.261	4,0	5.187	4.697	10,4	2,2	2,1	6,2
Germany	803.045	838.287	-4,2	1.909.065	2.027.052	-5,8	2,4	2,4	-1,7
Greece	26.825	31.851	-15,8	59.697	69.084	-13,6	2,2	2,2	2,6
Hungary	32.161	30.643	5,0	76.263	67.498	13,0	2,4	2,2	7,7
Iceland	5.796	6.021	-3,7	14.220	14.488	-1,8	2,5	2,4	2,0
Ireland Rep	48.169	44.072	9,3	105.625	87.665	20,5	2,2	2,0	10,2
Italy	271.849	278.908	-2,5	552.960	555.628	-0,5	2,0	2,0	2,1
Latvia	10.506	10.104	4,0	19.013	17.328	9,7	1,8	1,7	5,5
Liechtenstein	844	1.270	-33,5	1.638	2.536	-35,4	1,9	2,0	-2,8
Lithuania	15.566	15.429	0,9	30.001	29.032	3,3	1,9	1,9	2,4
Luxembourg	93.214	93.689	-0,5	198.222	203.259	-2,5	2,1	2,2	-2,0
Macedonia	1.554	1.589	-2,2	3.555	3.541	0,4	2,3	2,2	2,7
Malta	6.095	6.246	-2,4	13.398	13.536	-1,0	2,2	2,2	1,4
Monaco	1.346	1.068	26,0	2.552	2.039	25,2	1,9	1,9	-0,7
Montenegro	1.405	1.047	34,2	3.642	2.422	50,4	2,6	2,3	12,1
Netherlands	1.886.459	1.920.003	-1,7	4.732.470	5.081.035	-6,9	2,5	2,6	-5,2
Norway	39.496	38.463	2,7	83.157	78.252	6,3	2,1	2,0	3,5
Poland	87.062	87.733	-0,8	250.284	272.693	-8,2	2,9	3,1	-7,5
Portugal	40.792	39.065	4,4	130.481	84.060	55,2	3,2	2,2	48,7
Romania	39.784	41.399	-3,9	95.851	107.076	-10,5	2,4	2,6	-6,8
Russia	102.234	89.942	13,7	203.381	179.392	13,4	2,0	2,0	-0,3
San Marino	705	129.446,5	1,565	222.605,0	2,2	1,7	29,0		
Serbia	5.451	6.269	-13,0	13.692	14.994	-8,7	2,5	2,4	5,0

Average length of stay



Tourism in Europe >> Nights & arrivals

- ▶ Availability
 - ▶ Monthly data
 - ▶ **Annual data**
 - ▶ Data entry
-
- ▶ Data input status report
 - ▶ Arrivals or nights of a market in all ETC destinations
 - ▶ Arrivals or nights in a ETC destination for various markets
 - ▶ Development of a market in a single ETC destination (+graph)
 - ▶ Accommodations, bedspaces and occupancy in all ETC destinations
 - ▶ Arrivals and nights (most commonly available definition) of a market in all ETC destinations (+map)
 - ▶ Arrivals- or bednights- benchmarks for a ETC destination
 - ▶ Development of arrivals- or bednights- benchmarks for a destination (+graph)
 - ▶ All markets versus all ETC destinations showing bednights or arrivals
 - ▶ Market volumes and shares of selected destinations (+graph)
 - ▶ Development of a market in all ETC destinations
 - ▶ Average length of stay in a ETC destination for various markets
 - ▶ **Average length of stay of a market in all ETC destinations**
 - ▶ Development of the average length of stay of a market in a ETC destination (+graph)

Market

Information All accommodation establishments
 Hotels and similar establishments

Year

Average length of stay



1000
 %

National tourism statistics of the European Travel Commission
 Market: Germany
 Information: All accommodation establishments
 Period: 2012

This table shows the trend in a selected period compared to the same period in the previous year(s)

	Arrivals			Bednights			Average length of stay		
	2012	2011	% p.y.	2012	2011	% p.y.	2012	2011	% p.y.
Austria	11.411.557	10.929.388	4,4	49.606.383	47.388.245	4,7	4,3	4,3	0,3
Belgium	803.045	838.287	-4,2	1.909.065	2.027.052	-5,8	2,4	2,4	-1,7
Cyprus		157.828			1.231.930			7,8	
Czech Rep.	1.418.161	1.386.976	2,2	4.594.328	4.578.249	0,4	3,2	3,3	-1,9
Denmark				12.495.906	13.010.069	-4,0			
Estonia					218.698				
Finland					541.264				
Flanders + Brussels	698.233			1.700.329			2,4		
Germany	122.327.831	119.067.800	2,7	338.432.264	330.399.540	2,4	2,8	2,8	-0,3
Hungary	570.147	542.333	5,1	2.146.491	2.082.681	3,1	3,8	3,8	-2,0
Lithuania	144.975	128.930	12,4	374.229	356.978	4,8	2,6	2,8	-6,8
Malta				1.244.694	1.150.937	8,1			
Netherlands		2.977.900			10.759.400			3,6	
Norway				1.486.223	1.569.449	-5,3			
Poland	1.224.852	1.141.632	7,3	4.337.643	4.002.950	8,4	3,5	3,5	1,0
Romania		206.932			459.617			2,2	
Serbia	50.896	48.159	5,7	103.325	96.875	6,7	2,0	2,0	0,9
Slovakia	135.897	133.431	1,8	443.663	462.503	-4,1	3,3	3,5	-5,8
Slovenia	238.352	218.894	8,9	692.648	646.696	7,1	2,9	3,0	-1,6

Table: ETC-J13

Generated between and 2013-09-05 (16-39-38).

(c) ÖW/MU (<http://www.tourmis.info>)

Average length of stay



Tourism in Europe >> Nights & arrivals

- ▶ Availability
 - ▶ Monthly data
 - ▶ **Annual data**
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-
- ▶ Data input status report
 - ▶ Arrivals or nights of a market in all ETC destinations
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 - ▶ **Development of the average length of stay of a market in a ETC destination (+graph)**

Destination **Germany**

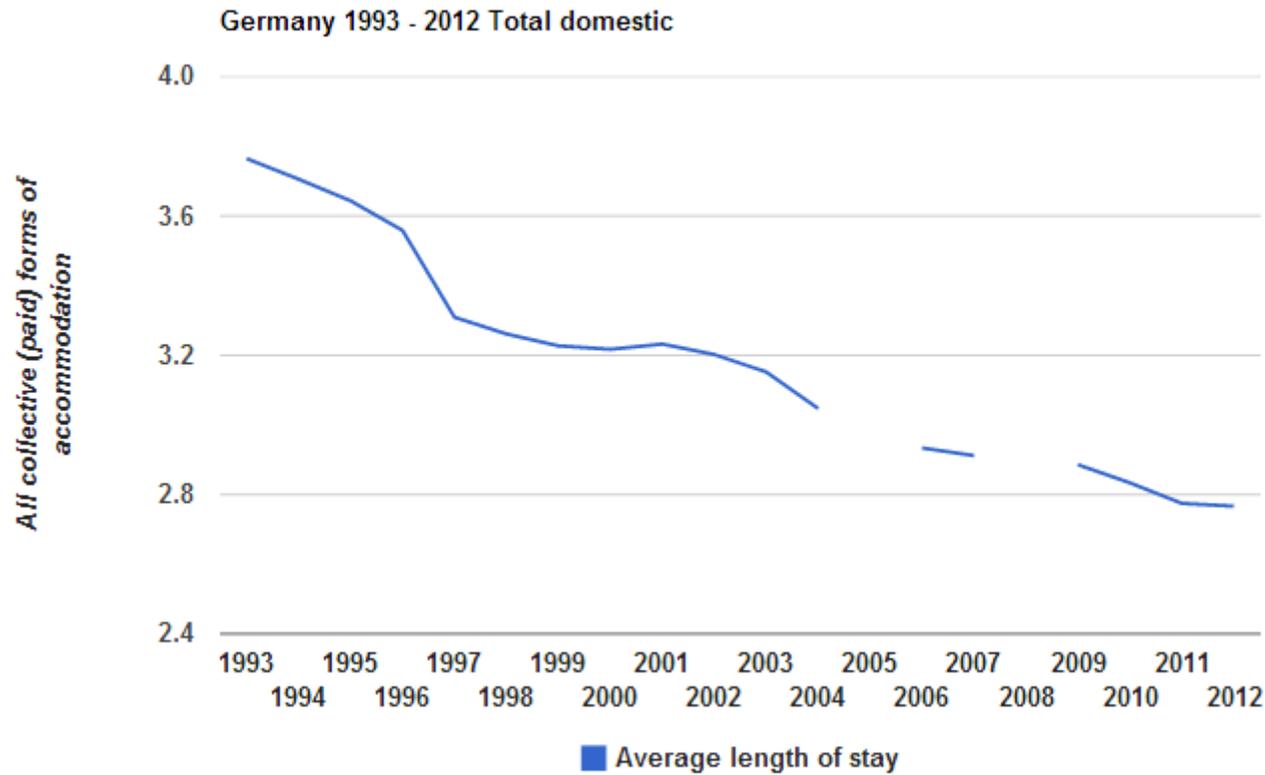
Available information

All collective (paid) forms of accommodation

Market

Period -

Average length of stay



Average length of stay

Tourism in Europe >> Nights & arrivals

- ▶ Availability
 - ▶ **Monthly data**
 - ▶ Annual data
 - ▶ Data entry
-
- ▶ Trends based on latest available relative figures
 - ▶ Ranking of destinations based on latest available relative figures for each market (+graph)
 - ▶ Arrivals or nights of a market in all ETC destinations
 - ▶ Arrivals or nights in a ETC destination for various markets
 - ▶ Arrivals and nights (most commonly available definition) of a market in all ETC destinations
 - ▶ Development of a market in a single ETC destination (+graph)
 - ▶ Assessing seasonality
 - ▶ Benchmark seasons by arrivals or nights and markets
 - ▶ Seasons (arrivals or nights) in a ETC destination for various markets
 - ▶ Average length of stay in a ETC destination for various markets
 - ▶ Average length of stay of a market in all ETC destinations
 - ▶ Development of the average length of stay of a market in a ETC destination (+graph)

In addition to the annual tourism statistics, many tourism boards are collecting data and exchanging information also during the year.

The **latest available figures** are maintained by market research experts of the various national tourist offices. In this initiative members are asked to enter their data and estimates when the information becomes available in their country. Due to the different methodologies and definitions, however, the comparability and reliability of the data is limited.

Measuring and comparing seasonality in European destinations

Tourism in Europe >> Nights & arrivals

- ▶ Availability
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- ▶ Annual data
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Gini coefficient
=coefficient for seasonality

Compose your own period
and benchmark **A MARKET IN
ALL DESTINATIONS**

Compose your own period
and benchmark **ALL
MARKETS IN A DESTINATION**

Measuring and comparing seasonality in European destinations



Assessing seasonality
 Destination: Antwerp
 Information: Bednights in all paid forms of accommodation establishments
 Market: Total foreign
 Period: 2011

	absolute	in %	All Cities in %
January	70.839	5,8	4,8
February	77.198	6,3	5,1
March	94.026	7,6	6,5
April	103.430	8,4	7,9
May	120.509	9,8	9,3
June	114.753	9,3	10,0
July	116.194	9,4	12,5
August	116.112	9,4	12,6
September	107.316	8,7	10,6
October	117.013	9,5	8,7
November	97.158	7,9	6,1
December	96.814	7,9	5,9

Gini 0,090 0,194

Amplitude of seasonality		Similarity between Antwerp	
# Cities	Gini	# Cities	Variance
1 Brussels	0,064	1 Brussels	0,016
2 Geneva	0,087	2 Amsterdam	0,024
3 Antwerp	0,090	3 Madrid	0,024
4 Stuttgart	0,101	4 Stuttgart	0,025
5 Leuven	0,106	5 Hamburg	0,025
6 Zurich	0,108	6 Zurich	0,028
7 Amsterdam	0,114	7 Paris	0,028
8 Madrid	0,116	8 Leuven	0,029
9 Hamburg	0,125	9 Berlin	0,033
10 Paris	0,127	10 Barcelona	0,036



71 Dubrovnik	0,569	71 Split	0,291
72 Split	0,608		

Gini 0 = best seasonality
 = perfect equality
 Gini 1 = bad seasonality
 = maximal inequality

Measuring and comparing seasonality in European destinations



- ▶ Benchmark seasons by arrivals or nights and markets
- ▶ Seasons (arrivals or nights) in a ETC destination for various markets
- ▶ Average length of stay in a ETC destination for various markets
- ▶ Average length of stay of a market in all ETC destinations
- ▶ Development of the average length of stay of a market in a ETC destination (+graph)

Market

Information

- Arrivals of visitors at frontiers
- Arrivals of tourists at frontiers
- Arrivals in all paid forms of accommodation establishments
- Arrivals in hotels and similar establishments
- Bednights in all paid forms of accommodation establishments
- Bednights in hotels and similar establishments
- Arrivals (preferred definition)
- Bednights (preferred definition)

Period -

OK

1000 %

City tourism statistics compiled by European Cities Tourism
 Market: Total foreign and domestic
 Information: Bednights (preferred definition)
 Period: January 2010 - December 2011

This table shows the trend in a selected period compared to the same period in the previous

Cities	(1)	Jan 2010 - Dec 2011		Jan 2009 - Dec 2010		
		absolute	Rank	absolute	Rank	%
Aachen	NA	1.710.070	53	1.661.567	55	2,9
Amsterdam	NG	19.472.500	9	18.285.900	9	6,5
Antwerp	NA	3.252.062	33	2.977.001	33	9,2
Barcelona	NG	29.576.607	5	26.864.559	5	10,1
Belgrade	NGS	2.464.613	43			
Bergen	NG			2.764.963	37	
Berlin	NA	43.167.759	2	39.686.047	2	8,8
Bilbao	NG	2.667.740	39	2.386.532	42	11,8
Bratislava	NA	2.923.602	37	2.717.185	38	7,6
Bregenz	NA	610.269	66	595.812	69	2,4
Bruges	NA	3.239.429	34	2.943.766	34	10,0
Brussels	NA	11.527.971	17	10.753.564	16	7,2
Budapest	NA	12.203.906	14	11.275.750	15	8,2
Copenhagen	NAS	11.674.997	16	10.481.811	18	11,4
Cordoba	NA	2.344.167	45	2.161.335	44	8,5
Dijon	NG	1.494.061	57	1.809.968	53	-17,5
Dresden	NA	7.340.933	21	6.854.581	21	7,1

Measuring and comparing seasonality in European destinations



- ▶ Assessing seasonality
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Destination

1000 % = X X+ !

National tourism statistics of the European Travel Commission
 Destination: Belgium
 Information: Bednights in all paid forms of accommodation establishments
 Period: January 2010 - December 2011

This table shows the trend in a selected period compared to the same period in the previous year(s)

Market	Jan 2010 - Dec 2011			Jan 2009 - Dec 2010			+/-	% p.y.
	absolute	(1)	(2)	absolute	(1)	(2)		
Austria	171.662	0,5	0,3	158.616	0,5	0,3	13.046	8,2
Belgium	28.784.327		46,7	27.927.714		46,9	856.613	3,1
Bosnia and Herzegovina	8.869	0,0	0,0	7.541	0,0	0,0	1.328	17,6
Bulgaria	69.335	0,2	0,1	64.131	0,2	0,1	5.204	8,1
Croatia	37.549	0,1	0,1	36.866	0,1	0,1	683	1,9
Cyprus	28.368	0,1	0,0	24.462	0,1	0,0	3.906	16,0
Czech Rep.	135.917	0,4	0,2	125.454	0,4	0,2	10.463	8,3
Denmark	239.990	0,7	0,4	230.521	0,7	0,4	9.469	4,1
Estonia	24.443	0,1	0,0	22.354	0,1	0,0	2.089	9,3
Finland	139.226	0,4	0,2	125.277	0,4	0,2	13.949	11,1
France	4.475.372	13,6	7,3	4.265.424	13,5	7,2	209.948	4,9
Georgia	10.567	0,0	0,0	12.528	0,0	0,0	-1.961	-15,7
Germany	4.019.596	12,2	6,5	3.871.717	12,2	6,5	147.879	3,8
Greece	134.242	0,4	0,2	147.459	0,5	0,2	-13.217	-9,0
Hungary	125.548	0,4	0,2	117.627	0,4	0,2	7.921	6,7
Iceland	29.024	0,1	0,0	23.906	0,1	0,0	5.118	21,4

Final note...

→ Thank you for all input efforts



→ INPUT = KEY



contact



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