



European Travel Commission, United Nations World Tourism Organization,
European Cities Marketing & MODUL University Vienna
cordially welcome participants to the

8th TourMIS Users' Workshop

and to the

International Seminar on Key Performance Indicators for Destination Marketing

September 13-14, 2012

The event is kindly sponsored by
Austrian National Tourist Office
Vienna Tourism Board

Venue: MODUL University Vienna, Am Kahlenberg 1, A-1190 Vienna
Contact: Ms Bozana Zekan +43 (0) 650 4959 383



Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organised jointly by the European Travel Commission, United Nations World Tourism Organization, European Cities Marketing and MODUL University Vienna.

We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organisations.

The evaluation and monitoring of marketing activities is a vital step in helping tourism managers to develop marketing strategies. Nowadays technology provides valuable support to facilitate the performance of complex analyses and TourMIS, the leading tourism marketing information system in Europe, effectively serves this aim. By attending the workshop on the first day, led by Professor Karl Wöber, founder of TourMIS, with contributions from various colleagues and practitioners, participants will learn how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports.

The International Seminar on Key Performance Indicators for Destination Marketing (day 2) will be organized by the European Travel Commission and the UN World Tourism Organization. Besides the official release of the latest ETC-UNWTO Handbook on Performance Indicators for NTO Marketing Activity, there will be a number of presentations in relation to this hot topic.

Both days have been planned to encourage the active participation of delegates in the programme. We are looking forward to meeting you for a motivating and challenging few days in Vienna!

Karl Wöber
MODUL University
Vienna

Leslie Vella
European Travel
Commission

Olivier Ponti
European Cities
Marketing

John Kester
UNWTO

MEETING VENUE



Austria is located in the heart of Europe. The capital, **Vienna**, enjoys a moderate and mild climate with summer temperatures ranging from 20-30°C. Vienna is an economically, politically and culturally important metropolis with a unique charm and vibrancy. The place combines an international atmosphere with the traditional flair of its coffeehouses. It offers classical music and modern art, historic buildings and outstanding shopping opportunities making it one of the cities with the highest quality of life.

For more information, visit the website of the Vienna Tourist Board:

<http://www.wien.info/en>



The venue for the events is MODUL University Vienna (MU Vienna), which is located on top of Kahlenberg offering a marvelous view over the city. The seminar rooms at MU Vienna are equipped with IT facilities and free wireless Internet connection.

Opened in 2007, MU Vienna now offers cutting-edge undergraduate and graduate education (BBA, MSc, and MBA study programs) in the areas of tourism & hospitality management, new media technology, public governance, and sustainable development.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus offering a truly multicultural, international study environment. All study programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily work flow. The choice of an environmentally-friendly venue as MU Vienna contributes to green the events.

Conference Hotel

DERAG Hotel Kaiser Franz Joseph****
Sieveringer Straße 4, 1190 Vienna
Tel: +43 (0) 1-3 29 00-0
e-mail: sabine.pichler@deraghotels.de
<http://www.deraghotels.de/en/KFJ.htm>

Conference Location

MODUL University Vienna
Am Kahlenberg 1
1190 Vienna
Austria
Phone: +43 (0)1 3203555 0
www.modul.ac.at

Conference Organization Committee

Irem Arsal , MODUL University Vienna
Flavie Baudot, European Cities Marketing
Brigitta Deak, European Travel Commission
Clemens Költringer, Vienna Tourism Board
Bettina Kuprian, Austrian National Tourism Organization
Lidija Lalacic, MODUL University Vienna
Olivier Ponti, European Cities Marketing
Tina Roenhovde Tiller, MODUL University Vienna
Leslie Vella, European Travel Commission
Karl Wöber, MODUL University Vienna
Bozana Zekan, MODUL University Vienna
Angela Zettel, Vienna Tourism Board

Contact

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PROGRAM



TourMIS Users' Workshop

Thursday, 13 September 2012

Time	New Features & Developments	Speaker
9.00 - 9.30	Transfer from Hotel Derag Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, A-1190 Vienna	
9.30 - 10.00	Conference registration Coffee and tea	
10.00 - 12.00	Benchmarking Tourism Destinations <ul style="list-style-type: none"> • Introduction to TourMIS (www.tourmis.info) • Overview of new features in TourMIS • How to enter tourism statistics using the new MS Excel upload feature in TourMIS 	<p>Karl Wöber MODUL University Vienna</p> <p>Tünde Mester Hungarian Tourism Plc.</p>
12.00 - 13.30	Lunch	
13.30 - 15.30	Benchmarking Tourism Destinations <p>Presentation and discussion of new TourMIS features including:</p> <ul style="list-style-type: none"> • Measuring the average length of stay • 'New' intro view with month selector for latest available figures • Ranking of destinations based on latest available relative figures for each market • New capacity view and data entry • Measuring and comparing seasonality in European destinations 	<p>Tünde Mester Hungarian Tourism Plc.</p> <p>Vincent Nijs Toerisme Vlaanderen</p>

	<ul style="list-style-type: none"> • www.citytourismbenchmark.com 	<p>Olivier Ponti ECM R&S WG VVV Amsterdam</p> <p>Irem Arsal MODUL University Vienna</p>
15.30 - 16.00	Coffee break	
16.00 - 17.30	<p>Benchmarking Tourism Destinations</p> <ul style="list-style-type: none"> • Development of a market in all destinations (market volume and market growth analysis) • Portfolio analysis: Visualizing a destinations competitive performance • Presentation and discussion of possible future steps in developing TourMIS <ul style="list-style-type: none"> • Economic indicators: Evaluation of source market developments • Possible new tables • Possible new menu structure • Summary of workshop feedback by participants 	<p>Karl Wöber MODUL University Vienna</p>
17.30 - 18.00	Transfer to Hotel Derag Kaiser Franz Joseph	
19.00 – 22.00	<p>For delegates who registered to this social event:</p> <p>Dinner at Weingut Wolff (at own expense, for details please see the registration form) in Neustift am Walde 1190 Vienna, Rathstraße 50 www.wienerheuriger.at</p>	<p>Transfer by bus from and to the Hotel Derag Kaiser Franz Josef</p>



International Seminar on Key Performance Indicators for Destination Marketing

Friday, 14 September 2012

Time	Session	Speaker
9.00 - 9.30	Transfer from Hotel Derag Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, A-1190, Am Kahlenberg, 1	
9.30 - 9.50	Conference registration Coffee and tea	
9.50 - 10.00	Introductory Remarks	Leslie Vella Chairman, ETC MIG
10.00 - 11.30	Presentation of the Handbook of Key Performance Indicators for Tourism Destinations Questions & Answers	Jim Eccleston & Kirsty MacMillan TNS
11.30 - 12.00	Coffee break	
12.00 - 13.15	Case Studies and Benchmarking Examples Performance Measurement with The Baltic Sea Heritage Tourism Information System Destination Benchmarking: What Should be Measured? Sense and nonsense on KPIs – experiences in and around Amsterdam Questions & Answers	Moderator: Andreas Zins Ulf Sonntag NIT Bozana Zekan MODUL University Vienna Hans Dominicus Amsterdam Tourism & Convention Board

13.15- 14.30	Lunch	
14.30 – 16.00	<p>Case Studies and Benchmarking Examples</p> <p>Evaluating campaigns in a quantitative and qualitative perspective</p> <p>Madrid Tourism Intelligence Center – CIT</p> <p>Tourism Ireland’s KPI and SMART Objective</p> <p>Questions & Answers</p>	<p>Moderator: Tom Ylkänen</p> <p>Jakob Slej Mikkelsen VisitDenmark</p> <p>Ivan Gonzalez Madrid CVB</p> <p>Peter Nash Tourism Ireland</p>
16.00 - 16.30	Coffee break	
16.30 – 17:30	<p>Final Panel Discussion</p> <p>with representatives of</p> <ul style="list-style-type: none"> • UNWTO – Michel Julian • ETC – Leslie Vella • ECM – Olivier Ponti • MU Vienna – Karl Wöber 	<p>Moderator: Jim Eccleston</p>
17.30 - 18.00	Transfer to Hotel DERAG Kaiser Franz Joseph	

TRANSPORTATION TO VIENNA

PLANE:

The closest airports are:

- Vienna Airport (VIE) (<http://www.viennaairport.com>)
- Bratislava Airport (BTS) (<http://www.airportbratislava.sk/en/passengers/>)

From Vienna Airport:

Airport Taxi

Airport Driver

(<http://www.airportdriver.at/index.php?lang=en>)

+43 1 22 8 22

TTT 24 (<http://www.ttt24.eu/>)

+43 1 7067007

CK-Airportservice

(<http://www.ck-airportservice.at>)

+43 1 444 44

Duration: approximately 30-45 min

Price: € 30-32 / car (up to 4 passengers)

Advanced booking required (min. one day before)!

City Airport Train (CAT) (<http://www.cityairporttrain.com/>)

To: Vienna Airport to station 'Wien-Mitte' (city centre)

Duration: 16 min

Prices:

	Online	Machines at airport	On board the train
Price Single	€ 11 /adult	€ 12 /adult	€ 13 /adult
Price Return	€ 17 /adult	€ 19 /adult	-

Valid ticket enables to check-in and drop baggage at the city station "Wien-Mitte".

Continue the journey by public transport or taxi (see the section on Public Transportation)

From Bratislava Airport:

- **Postbus Bratislava Airport - Vienna Südtiroler Platz**

Duration: approx. 2 hours

Price: Single-trip € 7.70; Return € 14.30

Continue the journey by public transport or taxi (see the section on Public Transportation)

TRAIN:

The major train stations are:

- Wien Westbahnhof (metro line U6)
- Wien Meidling (metro line U6)

Details about train connections to and from Vienna can be found on the Austrian Federal Railways (ÖBB) website (<http://www.oebb.at/en>)

TRANSPORTATION IN VIENNA

SHUTTLE SERVICE:

Transportation to and from the conference venue is provided for guests staying at the DERAG Kaiser Franz Josef Hotel only.

PUBLIC TRANSPORTATION:

- Taxi: Tel: + 43 1 60160 or 40100
- Public transport: <http://www.wienerlinien.at/wl/ep/home.do?tabId=0>

TO THE VENUE:

MODUL University Vienna is located on top of Kahlenberg, a scenic hill with an altitude of 484 meters that offers a view over the entire city of Vienna.

MODUL University Vienna is linked to the metro network by bus line 38A, departing from Heiligenstadt (metro line U4). Look for the blue sign for any entrance to the metro network. Take the U4 metro line (marked in green) to the terminal station "Heiligenstadt". Exit the station following the signs for the buses. Once outside, you will see the stop for the 38A bus on the right-hand side.

"Kahlenberg" is the final stop on the 38A bus line (the trip takes ca. 30 minutes). The 38A bus stop at Kahlenberg is only 50 meters away from the University building.

IMPORTANT NOTE: Check the bus direction displayed on the front of the bus. Make sure that you get on a bus direction either "Kahlenberg" or "Leopoldsberg". All other destinations are just part routes of the 38A.

ACCOMMODATION

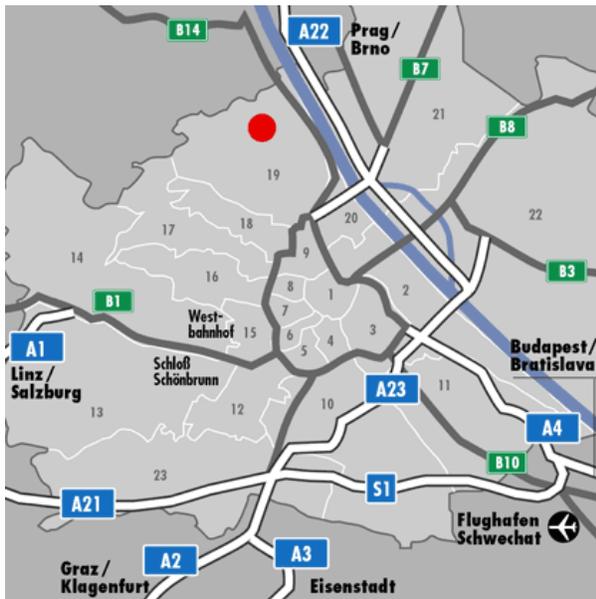
DERAG Hotel Kaiser Franz Joseph****

Sieveringer Straße 4, 1190 Vienna

Tel: +43 (0) 1-3 29 00-0

e-mail: sabine.pichler@deraghotels.de

<http://www.deraghotels.de/en/KFJ.htm>



The Hotel Kaiser Franz Joseph is situated in the "19th district", in the stylish and quiet residential area Wien "Döbling". The tram stops next to the hotel and takes you within 15 minutes to the vibrant "Ersten Bezirk" (first district).

Getting there by public transportation

... from 'Wien Schwechat' Airport	
Airport	S7 direction 'Floridsdorf'
Stop 'Handelskai'	S45 direction 'Hütteldorf'
Stop 'Oberdöbling'	
At a crossroad with a clock in the middle	Turn half left into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 60 mins Cost: € 4.00
By taxi	Time: ca. 40 mins Cost: ca. € 31.00 Reservation in the hotel necessary

... from the 'Westbahnhof'	
'Westbahnhof'	U6 - direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the middle	Turn right into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 mins Cost: € 2.00
By taxi	Time: ca. 20 mins Cost: ca. € 14.00

... from 'Wien Meidling'	
'Wien Meidling'	U6 - direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the middle	Turn right into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 mins Cost: € 2.00
By taxi	Time: ca. 25 mins Cost: ca. € 20.00

FURTHER INFORMATION

ELECTRICITY

230V, 50Hz



CURRENCY

The local currency is the Euro.

1 Euro = 1.25 USD

1 Euro = 1.26 AUD

1 Euro = 0.80 GBP

1 Euro = 2.29 TRY

For up to date currency rates please visit [the Universal Currency Converter](#)

VISA

Austria is part of the borderless Schengen area, which includes Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden and Switzerland.

All these countries issue a standard Schengen visa that has a multiple entry option that allows the holder to travel freely within the borders of all.

Citizens of several other countries are eligible to enter with a valid passport only, e.g. Australian, Canadian, Irish, UK and US nationals.

POST-CONFERENCE ACTIVITIES

Vienna is an old romantic imperial city, a city of music and art... But Vienna is also the city of a young and trendy scene, the entertainment metropolis of central Europe, with an extensive program of events - and, of course, also for families.

If you plan to extend your stay in Vienna we invite you to visit the web site: www.vienna.info for up-to-date information about what is going on in the city.

You can find the map of the city and suggested itineraries (<http://www.vienna.info/en/travel-info/city-map>) and search the event database to see what's on in the city at the moment.

If you look for locations for traditional Austrian dinner you may want to accept our suggestions:

Restaurant Eckel

Sieveringerstraße 46, 1190 Vienna

Tel.: 320 32 18

www.restauranteckel.at

Fischer Bräu

Billrothstrasse 17, 1190 Vienna

Tel.: 369 59 49

<http://www.fischerbraeu.at/>

d.a.s. hungerberg

Grinzinger Allee 30, 1190

Tel.: 320 23 17

<http://www.hungerberg.at/>

Plachuttas Gasthaus zur Oper

Walfischgasse 5-7, 1010 Vienna

Tel.: 51 222 51

<http://www.plachutta.at/index.php?id=95&L=1>

Weibl's Wirtshaus

Kumpfgasse 2, 1010 Vienna

Tel: 512 39 86

www.weibel.at

Gastwirtschaft Huth

Schellinggasse 5/3, 1010 Vienna

Tel.: 513 56 44

www.zum-huth.at