

Welcome to MODUL University Vienna!

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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 at the TourMIS workshop?**

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 (bridging the gap between academia and industry)

- 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
- Number of visitors to major attractions
- Shopping barometer
- **Website statistics (new)**
- Calculated:
 - Average length of stay
 - Occupancy rate assuming that capacities are available during the entire year

History of www.tourmis.info

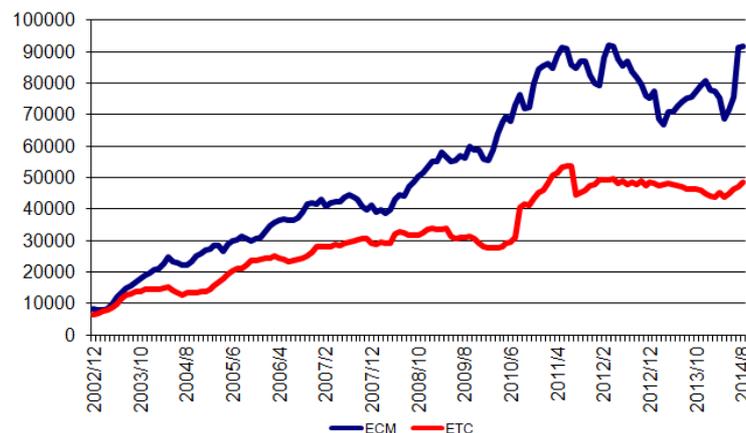
- 1984** ANTO decides to install a Management Information System (MIS) on a mainframe computer
- 1990** 1st PC version (approx. 50 users)
- 1998** www.tourmis.info
- 1999/2000** European Cities Tourism (ECT/ECM) and the European Travel Commission (ETC) start using TourMIS for exchanging tourism statistics
- 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
- 2014** 10th TourMIS Workshop & International Seminar



TourMIS – number of inquiries 2013

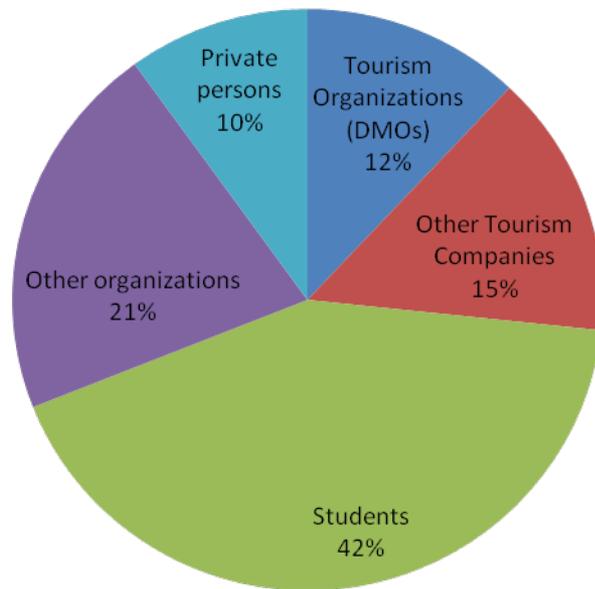
TourMIS Inquiries	All sources			National tourism statistics (ETC)			City tourism statistics (ECM)			Austrian tourism statistics (SA)		
	2012	2013	12-13	2012	2013	12-13	2012	2013	12-13	2012	2013	12-13
Total	199.333	197.284	-1,0%	48.621	44.863	-7,7%	75.100	80.589	7,3%	75.612	71.832	-5,0%
in %	100%	100%		24%	23%		38%	41%		38%	36%	
English	110.299	112.163	1,7%	36.280	34.116	-6,0%	52.034	58.347	12,1%	21.985	19.700	-10,4%
in %	55%	57%		75%	76%		69%	72%		29%	27%	
German	89.034	85.121	-4,4%	12.341	10.747	-12,9%	23.066	22.242	-3,6%	53.627	52.132	-2,8%
in %	45%	43%		25%	24%		31%	28%		71%	73%	
Browser	155.044	156.734	1,1%	41.065	37.796	-8,0%	62.598	66.963	7,0%	51.381	51.975	1,2%
in %	78%	79%		84%	84%		83%	83%		68%	72%	
Excel	44.289	40.550	-8,4%	7.556	7.067	-6,5%	12.502	13.626	9,0%	24.231	19.857	-18,1%
in %	22%	21%		16%	16%		17%	17%		32%	28%	

- 200,000 inquiries per year
- 15,000 per month
- every 3 minutes one inquiry!
- 1-8/2014: 160,000 (+13%)

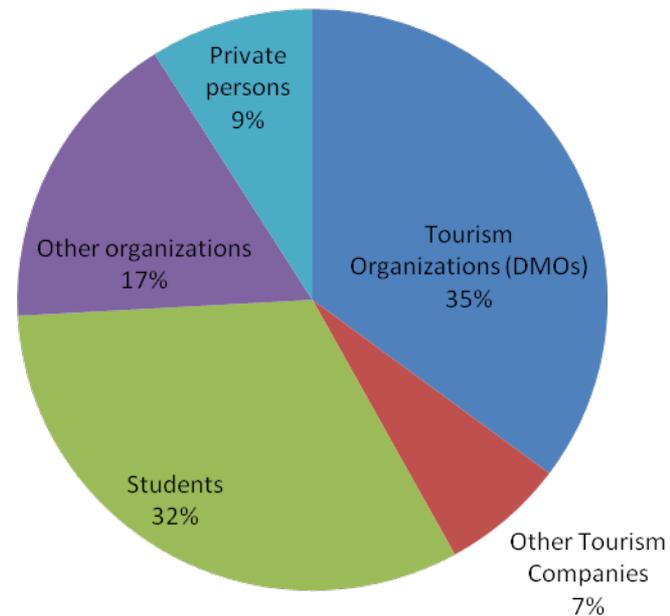


Origin of users and inquiries

TourMIS Users



TourMIS Inquiries



20.600 registered users (Sep 2014)
2,000 active users during the last 6 months

TourMIS has 224 data inputters (150 ECM, 74 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)
- own a personal e-mail address (not an “office address” like office@modul.ac.at)
- be registered on TourMIS (for free!)
- be willing to enter statistics on a regular basis

... then send an email to **tourmis@modul.ac.at** and ask for data input authorization for your destination

Changes & new features 2013

- Upgrade of Perl 5.16.3
- Added 18 cities to the database and Excel templates
- Improvements of the flexible Excel interface
- Automatic upload feature for Belgium regions
- Fixed assignment of markets to continents
- Revision of executive reports ('Latest Trends')
- Improved ECM Shopping barometer
- Improved portfolio analysis tool
- New tool for measuring the diversity of the international guest mix of a TourMIS destination

- **Development Site:** www.tourmis.info/dev.html
- **New layout features**
 - ✓ Wide screen
 - ✓ New design of tables (using style sheets)
 - ✓ Graphs can be copied to standard text processing software
 - ✓ Data downloaded to Excel follows the format on screen
 - ✓ Teaser table on front page
 - ✓ Better printing
- **New menu structure**
 - ✓ Distinguishes between input and output
 - ✓ Distinguishes between supply and demand

- **New table specification process**
 - ✓ Intuitive buttons with shorter description
 - ✓ Detailed table information by mouseover effects
 - ✓ Tables are shown on the same page as the form that specifies the table – better usability, much faster access
 - ✓ Preferred definition available for all tables
 - ✓ Meaningful/Intelligent default values when defining a table
 - ✓ Introduction of filters (TourMIS will narrow down the selection possibilities depending on the availability of data)
- **Significantly revised tables**
 - ✓ Latest trends
- **New database / service**
 - ✓ Webanalytics

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 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 TourMIS information 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

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

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