Welcome to MODUL University Vienna!

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Wireless LAN access: network name modul

- **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)

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

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

2015 11th TourMIS Workshop & International Seminar

TourMIS – number of inquiries

- **2014: 232,000 inquiries (+18%)**
- **19,000 per month**
- **every 2.5 minutes one inquiry!**

- **20.800 registered users (Sep 2015)**
- **2,000 active users during the last 6 months**
- **60% tourism industry**

TourMIS has 187 data inputters (126 ECM, 61 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 2014/15

- **Bug fixes of 2013/14 developments**
- **Added Mac compatibility: TourMIS for iPhone & iPad**
- **New TourMIS Handbook**
- **Data entry: New interface for entering population data**
- **Revision of table M4: ‚most commonly available definition' → ‚preferred definition'; added ‚aggregate months' function**
- **Revision of table J10 (Portfolio Analysis): Added two additional options ‚exclude other markets' and ‚total period'**

- **Revision of tables 'attractions and sights' SEH-ECM1, SEH-ECM3, SEH-ETC1, SEH-ETC3: Added 'visitors per day'**
- **New tool for measuring the tourism density of international TourMIS destinations (tables: J20, J21, M20, M21)**
- **Developed TourMIS Webanalytics for all ECM and ETC members**
- **Started a new project for collecting meetings industry data with TourMIS support**

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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

Data input options

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)**