

# Welcome to MODUL University Vienna!

## 13th TourMIS Workshop 2017

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Wireless LAN access: network name modul

With the participation of



- 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 did you participate in 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
- Number of visitors to major attractions
- Shopping barometer
- Website statistics
- Travel distance indicator
- **MICE statistics (work in progress)**
- Calculated:
  - Average length of stay
  - Occupancy rate assuming that capacities are available during the entire year
  - Tourism density

# Development of [www.tourmis.info](http://www.tourmis.info)

- 1984** ANTO decides to install a Management Information System (MIS) on a mainframe computer
- 1990** 1<sup>st</sup> PC version (approx. 50 users)
- 1998** [www.tourmis.info](http://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
- 2011** [www.citytourismbenchmark.com](http://www.citytourismbenchmark.com)
- 2016** MICE database
- 2017** 13th TourMIS Workshop & International Seminar



- **22.600 registered users (Sep 2017)**
- **approx. 2,000 active users during the last 6 months**
- **60% tourism industry**
  
- **2017: ~ 100,000 inquiries**
- **9,000 per month**
- **every 5 minutes one inquiry!**

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)
- 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

- **Revision of table ECM-M9 and ECT-M9.** A new option "Aggregate months" allows to display and compare individual months or aggregates
- **Significantly improved tables ECM-J5 and ETC-J5.** Added the option to select 'Preferred definition' for capacities
- **Revision of the Table Austria: Market summary (SA-X3)** . The section "preferred accommodation" got resorted and improved.
- **Security improved.** User sessions are terminated after 45 minutes of inactivity and users are asked to login again.

- **New meetings database.** Data inputers of cities can now enter their meetings statistics in TourMIS. See **Data Entry >> Meetings industry**
- **New design of data input timetable in the cities and countries database** including information on how many values are available for each destination and definition.
- **New interface option to external databases** (e.g. Eurostat). After a data inputer has defined a interface to an external database, TourMIS will automatically update the respective definitions and destinations once a day.
- See **Release Notes** !

**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 Chapter 3 in the TourMIS Manual



## HOW TO ENTER STATISTICS IN TOURMIS?

Instructions and Frequently Asked Questions

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# 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 (50%)**
- 2. By using the Standard Excel Template which can be downloaded from [www.tourmis.info](http://www.tourmis.info) (20%)**
- 3. By using your own Excel file and the TourMIS flexible Excel interface (30%)**
- 4. By a full-automatic upload procedure (Austria and Belgium)**