

Welcome to MODUL University Vienna!

14th TourMIS Workshop 2018

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Wireless LAN access: network name modul

**EUROPEAN
TRAVEL
COMMISSION**



 Austrian National
Tourist Office
www.tourmis.info

VIENNA
NOW ♦ FOREVER



- 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



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- 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
- Travel distance indicator
- Eurocity visitor survey
- Last available change rates (ETC data inputters only)
- Shopping barometer (ECM data inputters only)
- Website statistics “Webanalytics” (participants only)
- MICE statistics (ECM data inputters only)
- Calculated: Average length of stay, occupancy rate, tourism density

Development 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
- 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
- 2016** MICE database
- 2018** 14th TourMIS Workshop & International Seminar



- **~ 24.000 registered users**
- **approx. 2,000 active users during the last 6 months**
- **60% tourism industry**

- **~ 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

1. New email server
2. EU data protection law – higher security, terms need to be accepted
3. Access rights: One user - multiple destinations
4. Revision of bi-weekly reminder email (html)
5. Update of MEMO (PIWIK), additional speed, new employee only working on MEMO issues
6. Revision of **Webanalytics**
7. Further development of **MICE**

- **Major revision of the data entry section.** The submenus 'Nights and arrivals' and 'Other indicators' have been integrated in a new menu 'Main indicators'.
- The **regular email** sent to all TourMIS inputters reminding them to update their data was **significantly revised.**

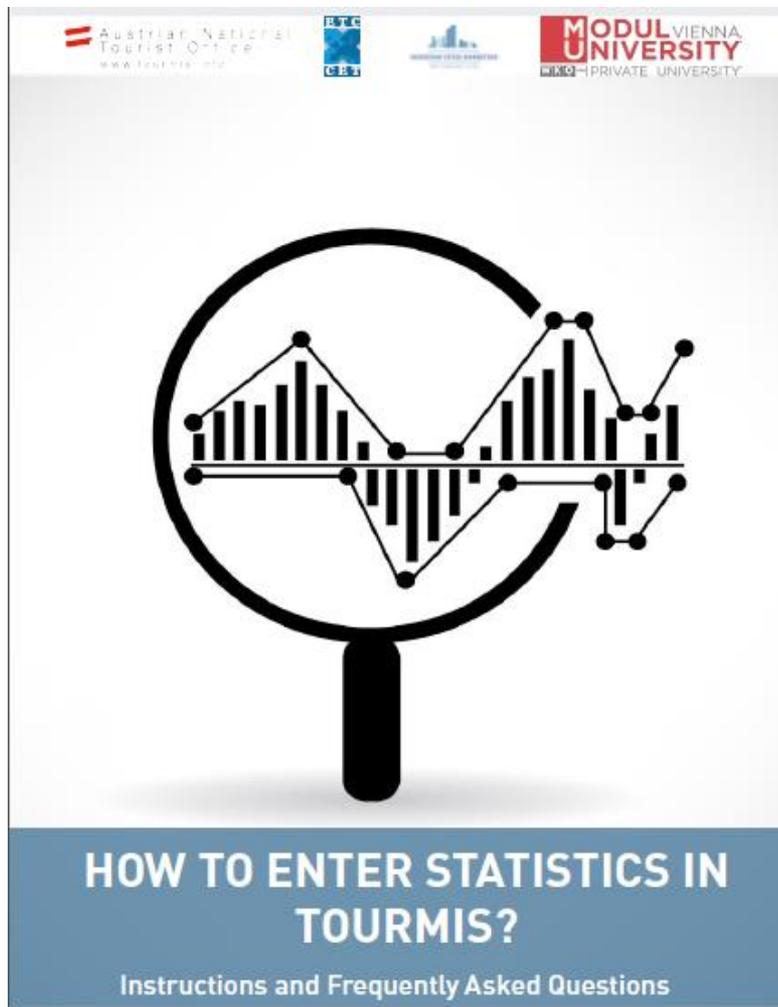
- A new checkbox 'Show all benchmarking destinations' has been added to tables **ECM-J21** and **ETC-J21**.
- **Travel distance estimator for cities (table ETC-J16) revised.** User can now decide if the analysis should include data for domestic. Information on the share of unspecified markets included in the city comparison table.

- **The Webanalytics database was revised.** The analysis of daily statistics was replaced by tables which allows the analysis of monthly website statistics of destination marketing organizations. An additional table estimating tourist arrivals by the number of website visitors was added.
- **The meetings industry database was revised.** Seven tables with longitudinal analysis were added to the database. Recently e also added a new benchmarking table and the first graph.

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?

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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 (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)**