Welcome to MODUL University Vienna!
15th TourMIS Workshop 2019

Karl Wöber - Lidija Lalicic – Bozana Zekan

Wireless LAN access: network name modul

Introduction

- **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?**

Outline of Workshop

10.00 - 11.00	**Introduction to the Tourism Marketing Information System - TourMIS** (www.tourmis.info)
	KARL WÖBER, MODUL University, Audi Max
	This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr. Karl Wöber. At the end of this session Karl gives an overview of the new features he programmed during the last year and introduces the outline of the workshop.

11.00 – 12.15	**How to become an active contributor to TourMIS**	**How to enter and analyze visitors to attractions and sites**
	KARL WÖBER, MODUL University, Audi Max	**BOZANA ZEKAN,** MODUL University, R.xxx

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
- 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

2019 15th 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 inputers (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. **Tourism intensity** (in all cities/countries) - A new function - Population: "Most recent year" or "Same year as arrivals/bednights" - was added.

   - The user can now decide if TourMIS calculates tourism density by comparing bednights or arrivals with exactly the same year of population numbers or with most recent population numbers available.

2. **Estimation of CO_2 emissions** for cities: Travel distance estimator (table ECT J-16 in Cities) has been revised and extended.

   - A function which estimates the transportation mode to the destination and the CO_2 emissions was added by following the kg/pkm estimation published by Peeters et al. (2007).

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| 11.00 − 12.15 | **How to become an active contributor to TourMIS**

 KARL WÖBER, MODUL University, Audi Max

 This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system and how to enable automatic updates from other databases in TourMIS! | **How to enter and analyze visitors to attractions and sites**

 BOZANA ZEKAN, MODUL University, R.xxx

 The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Bozana will show you how the power of this tool and how to participate in this project. |

| 12.15 - 13.30 | **Lunch** | |

Outline of Workshop

13.30 − 14.30	**Benchmarking tourism destinations** **KARL WÖBER,** MODUL University, Audi Max This session introduces participants to the basic analysis and reporting features. Karl will explain how to benchmark tourism demand by comparing the number of arrivals, bednights, average length of stay, and occupancy rate of a destination; how to calculate market trends and market shares, and how to retrieve graphs in TourMIS. He will also explain how to use MyTourMIS for frequently used queries.	**The meetings industry benchmarking tool in TourMIS** **LIDIJA LALICIC,** MODUL University, R.xxx In this session we will present a very powerful new tool that allows city tourism destinations to share and compare data on their meetings industry.
14.30 − 15.00	**Benchmarking tourism destinations** **KARL WÖBER,** MODUL University, Audi Max Karl will explain how to calculate, monitor and benchmark the intensity of seasonality by advanced statistical methods and how to measure the risk of a skewed (unbalanced) guest mix.	**The ECM Shopping Barometer** **BOZANA ZEKAN,** MODUL University, R.xxx The objective of the ECM shopping barometer is to shed light on the costs differential existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors. Bozana will explain these items and show how to become an active participate in this project.

Outline of Workshop

15.00 – 15.30	**Forecasting tourism demand**	**Sharing your website analytics**
	KARL WÖBER, MODUL University, Audi Max	**BOZANA ZEKAN,** MODUL University, R.xxx
	This session will provide a brief introduction to forecasting and explain how to use TourMIS for combining quantitative and qualitative forecasting methods for predicting the development of tourism demand in European destinations.	Website Analytics is a tool which captures and compares web site traffic of tourism destinations' websites. Bozana will introduce the benefits of this new tool and explain how destinations can participate in this project.

15.30 - 16.00	**Coffee Break**

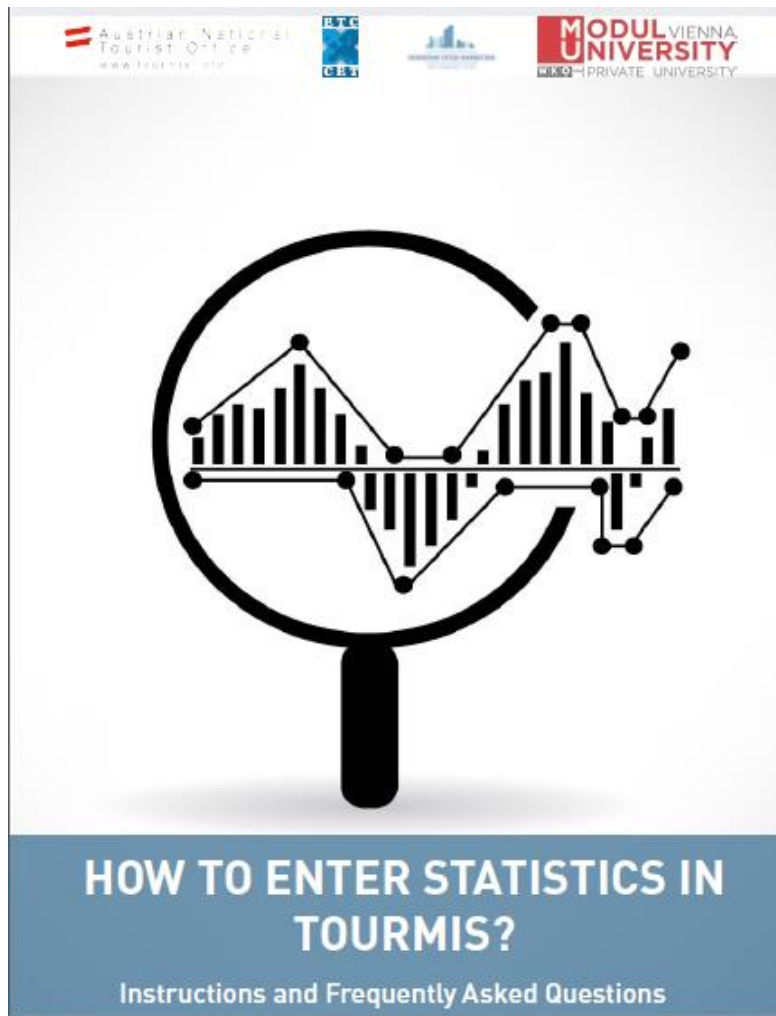| 16.00 - 16.45	**Estimating CO2 emissions generated by tourism destinations in TourMIS**
	ULRICH GUNTER & KARL WÖBER, MODUL University, Audi Max
	In this session Professor Ulrich Gunter will present to you a model which allows tourism destinations to estimate and to monitor their CO2 emissions caused by tourists travelling to their destination.
16.45 - 17.30	**The future development of TourMIS**
	KARL WÖBER, MODUL University, Audi Max
	In this workshop style session participants are invited to discuss various options for the future development of TourMIS.

Definitions and methodologies

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

TourMIS Manual

HOW TO ENTER STATISTICS IN TOURMIS?

Instructions and Frequently Asked Questions

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
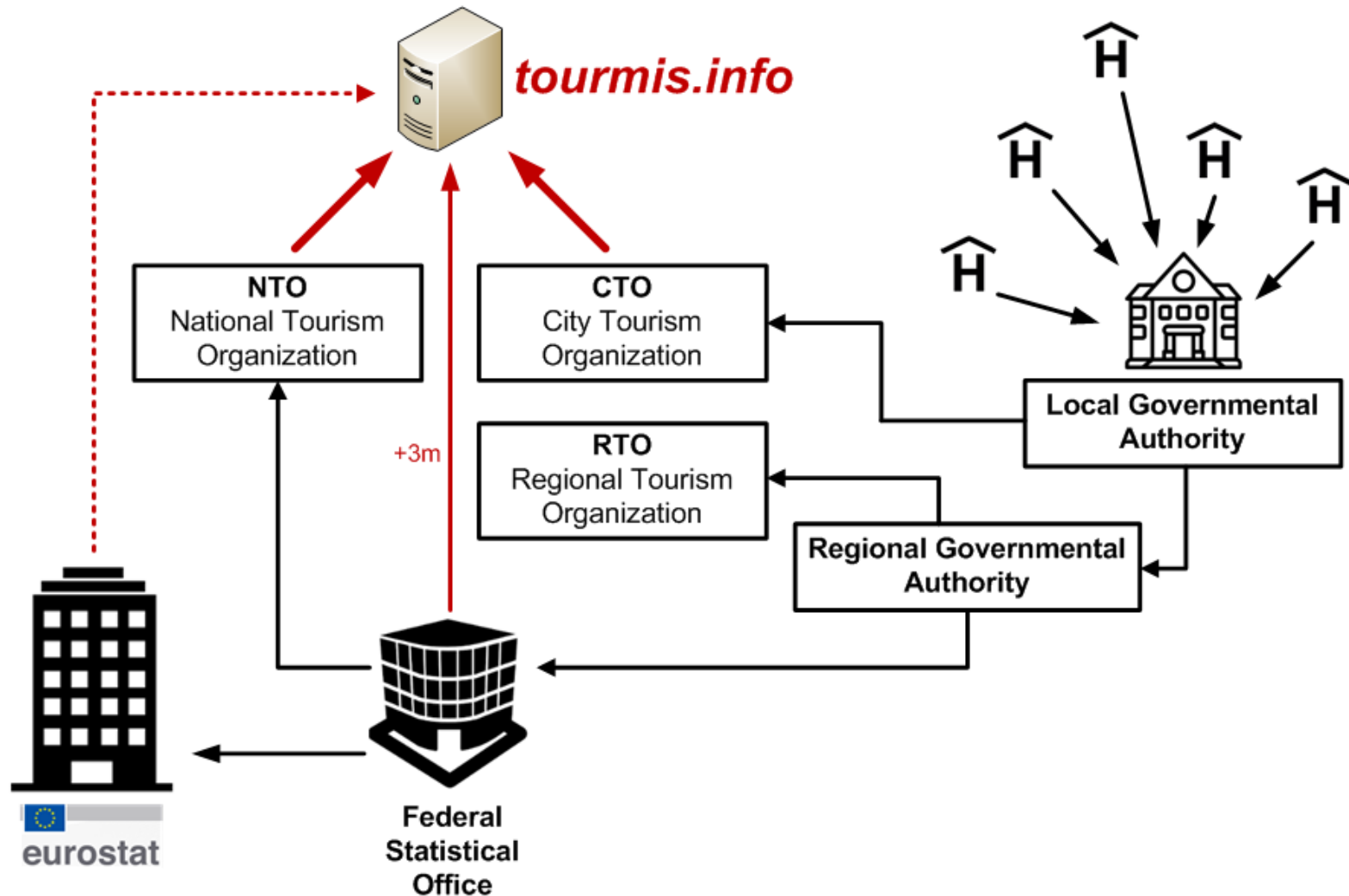12. Average occupancy rate in hotels and similar establishments

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, Belgium, Luxembourg)**

Automatic Update by Eurostat Database

tourmis.info

NTO
National Tourism
Organization

CTO
City Tourism
Organization

RTO
Regional Tourism
Organization

Local Governmental Authority

Regional Governmental Authority

+3m

Federal Statistical Office

eurostat

Eurostat > Industry, Trade, and Services > Tourism (Database by themes)

Annual data

1. **Nights** spent at tourist accommodation establishments by country/world region of residence of the tourist (tour_occ_ninraw)
   a. **European countries**; 57 markets; Nace_r2 = I551-I553; since 1990 => Bednights in all forms of paid accommodation (NA)
   b. European countries; 57 markets; Nace_r2 = I551; since 1990 => Bednights in hotels and similar establishments (NG)
2. Nights spent at tourist accommodation establishments (tour_occ_ninat) – **same as (1) ?**
   a. European countries; ZZ, ZA, ZI; Nace_r2 = I551-I553; since 1990 => Bednights in all forms of paid accommodation (NA)
   b. European countries; ZZ, ZA, ZI; Nace_r2 = I551; since 1990 => Bednights in all forms of paid accommodation (NG)
3. Nights spent at tourist accommodation establishments by NUTS 2 regions (tour_occ_nin2)
   a. **Cities?** ZZ, ZA, ZI; Nace_r2 = I551-I553; since 1990 => Bednights in all forms of paid accommodation (NA)
   b. Cities? ZZ, ZA, ZI; Nace_r2 = I551; since 1990 => Bednights in all forms of paid accommodation (NG)

Eurostat > Industry, Trade, and Services > Tourism (Database by themes)

Annual data

1. **Arrivals** at tourist accommodation establishments by country/world region of residence of the tourist (tour_occ_arnraw)
   a. **European countries**; 57 markets; Nace_r2 = I551-I553; since 1990 => Arrivals in all forms of paid accommodation (AA)
   b. European countries; 57 markets; Nace_r2 = I551; since 1990 => Arrivals in hotels and similar establishments (AG)
2. Arrivals at tourist accommodation establishments (tour_occ_arnat) – **same as above?**
   a. European countries; ZZ, ZA, ZI; Nace_r2 = I551-I553; since 1990 => Bednights in all forms of paid accommodation (NA)
   b. European countries; ZZ, ZA, ZI; Nace_r2 = I551; since 1990 => Bednights in all forms of paid accommodation (NG)
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Eurostat > Industry, Trade, and Services > Tourism (Database by themes)

Monthly data

1. **Nights** spent at tourist accommodation establishments - monthly data (tour_occ_nim)
   a. **European countries**; ZZ, ZA, ZI; Nace_r2 = I551-I553 (NA); since Jan 1990
   b. European countries; ZZ, ZA, ZI; Nace_r2 = I551 (NG); since Jan 1990
2. ~~Nights spent by non-residents at tourist accommodation establishments - 1990-2011 - world geographical breakdown - monthly data (tour_occ_ninrmw)~~
3. **Arrivals** at tourist accommodation establishments - monthly data (tour_occ_arm)
   a. **European countries**; ZZ, ZA, ZI; Nace_r2 = I551-I553 (NA); since Jan 1990
   b. European countries; ZZ, ZA, ZI; Nace_r2 = I551 (NG); since Jan 1990
4. ~~Arrivals of non-residents at tourist accommodation establishments - 1990-2011 - world geographical breakdown - monthly data (tour_occ_arnrmw)~~
5. Net **occupancy rate** of bed-places and bedrooms in hotels and similar accommodation (NACE Rev. 2, I, 55.1) - monthly data (tour_occ_mnor)

Eurostat

Eurostat > General and regional statistics > Urban audit (Database by themes)

Cities and greater cities

1. Population on 1 January by age groups and sex - cities and greater cities (urb_cpop1)
   a. DE1001V – Population on the 1st of January, total

Functional urban areas

2. Population on 1 January by age groups and sex - functional urban areas (urb_lpop1)
   a. DE1001V – Population on the 1st of January, total