

Meetings Industry Benchmarking on TourMIS



Dr. Jason Stienmetz

TourMIS Workshop

09.09.2021

AGENDA

- Brief Overview of TourMIS MICE
 - Goals
 - Data Collected
 - Definitions
- Analyzing MICE data
 - ECM Meetings Statistics Report
 - Generating your own reports
- Entering MICE data
 - Data entry templates
 - Completeness Estimation
- Registering for TourMIS MICE access
- Q & A



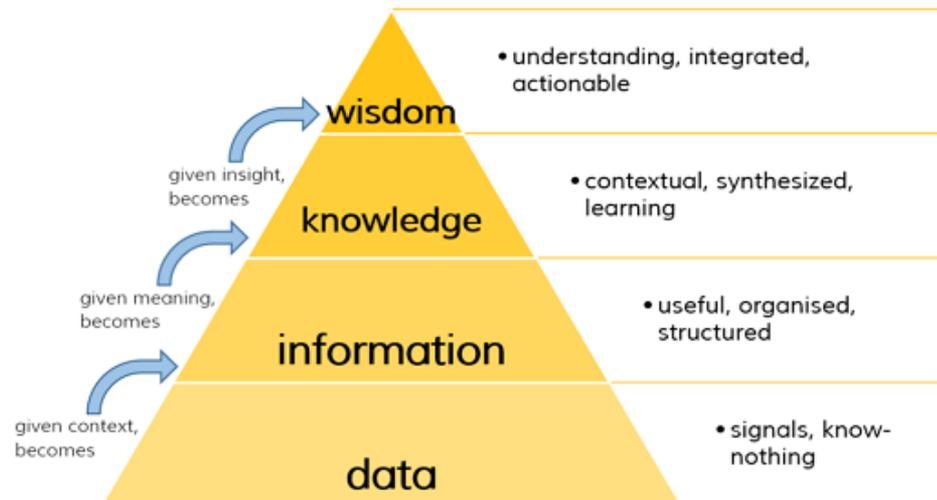
Meetings Statistics on TourMIS

Goals:

- To **monitor and benchmark** so as to **supply** practical and actionable information
- Data about **the volume and the economic significance of the convention business** to city destinations.

Value:

- Focus on the **association and non-corporate international segment** and **corporate*** and **national*** meetings segments
- **Online database TourMIS** to upload your data, trend, and benchmark with other cities



Increased Importance of MICE Data

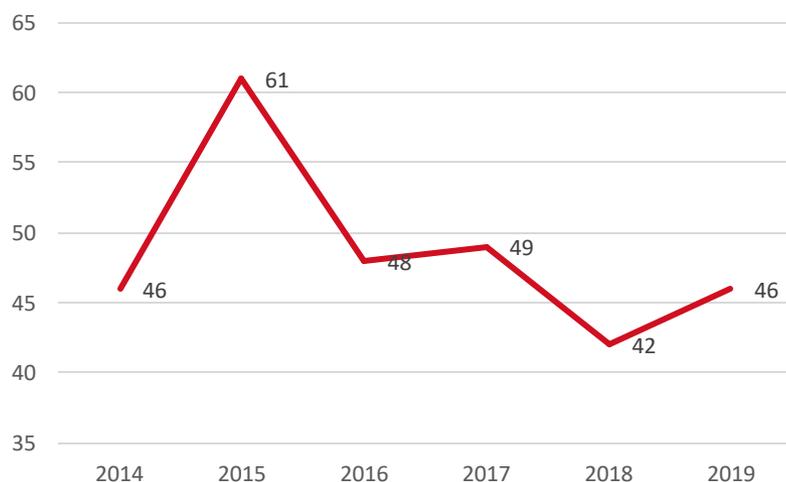
- Resilience of Meetings Sector
- MICE contribution to COVID-19 economic recovery
- Future trends and developments in Meetings Activities
- Detailed approaches for different markets (corporate and non-corporate)



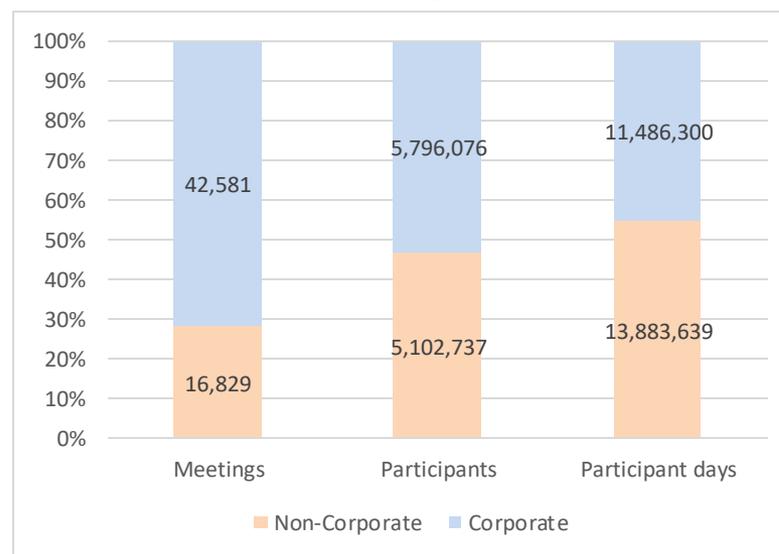
Project Details

- Database of more than 500,000 meetings that have taken place over the past 10 years
- Time Series and Benchmark Analysis through TourMIS website
- Approximately 50 ECM member cities participating
- Annual Report Published by European Cities Marketing

Number of Cities Reporting Meetings
Statistics by Year



2019 Meetings Overview



Valuable Meeting Industry Insight

- Each meeting record includes the following details:
 - Type of meeting (corporate or non-corporate) - **required**
 - Scope (national or international) - **required**
 - Date (start date and end date) - **required**
 - Number of participants (10-100.000) - **required**
- Additional Data
 - Type of venue (convention centre, hotel, university, or other venue) - **optional**
 - ICCA theme of the meeting - **optional**



Key Definitions and Guidelines (UNWTO)

Corporate meetings: Corporate meetings are business encounters normally held by a private company or group, in which the participants represent that company or group, or are clients of or suppliers to that company or group. These meetings normally have commercial/promotional purposes. The meeting takes place outside the company's or group's office.

Non-corporate meetings: Non-corporate meetings are events without commercial aims. The main goal is exchanging, discussing, or presenting knowledge. Normally, these meetings comprise congresses, conventions, conferences, seminars, and other smaller meetings held by associations, universities and scientific communities, political bodies, NGOs, etc. These meetings take place outside the organizer's own facilities. We have excluded trade-fairs and other exhibitions.

Venue: To be counted, the meeting must take place in a venue specifically contracted for the purpose. Meetings held in the headquarters or other offices belonging to the meeting organizers are not included.

Duration: The meetings must last at least half a day. The dates for the meeting should not include meeting room blocks before and after the meeting.

Attendance: The meetings must have at least ten participants. **Tradeshows/Fairs without a conference program are not considered**

Scope: To be counted as international, at least 20% of meeting participants must not be resident in the country where the meeting takes place. If this proportion is not reached the meeting is counted as national.

Theme of meeting: We ask cities to provide us with information about the theme of non-corporate meetings. We used the same categories as ICCA to define the theme of the meeting:

Agriculture	Culture & Ideas	Geography	Linguistics	Multimedia	Transport &
Architecture	Ecology & Environment	Historical Sciences	Literature	Safety & Security	Communication
Arts	Economics	ICT	Management	Science	Other
Chemical Sciences	Education	Industry	Mathematics &	Social Sciences	
Commerce	Finance	Law	Statistics	Sports & Leisure	
Communication	General	Library & Information	Medical Sciences	Technology	

Data Analysis, Trends & Developments Annual ECM Meetings Statistics Report

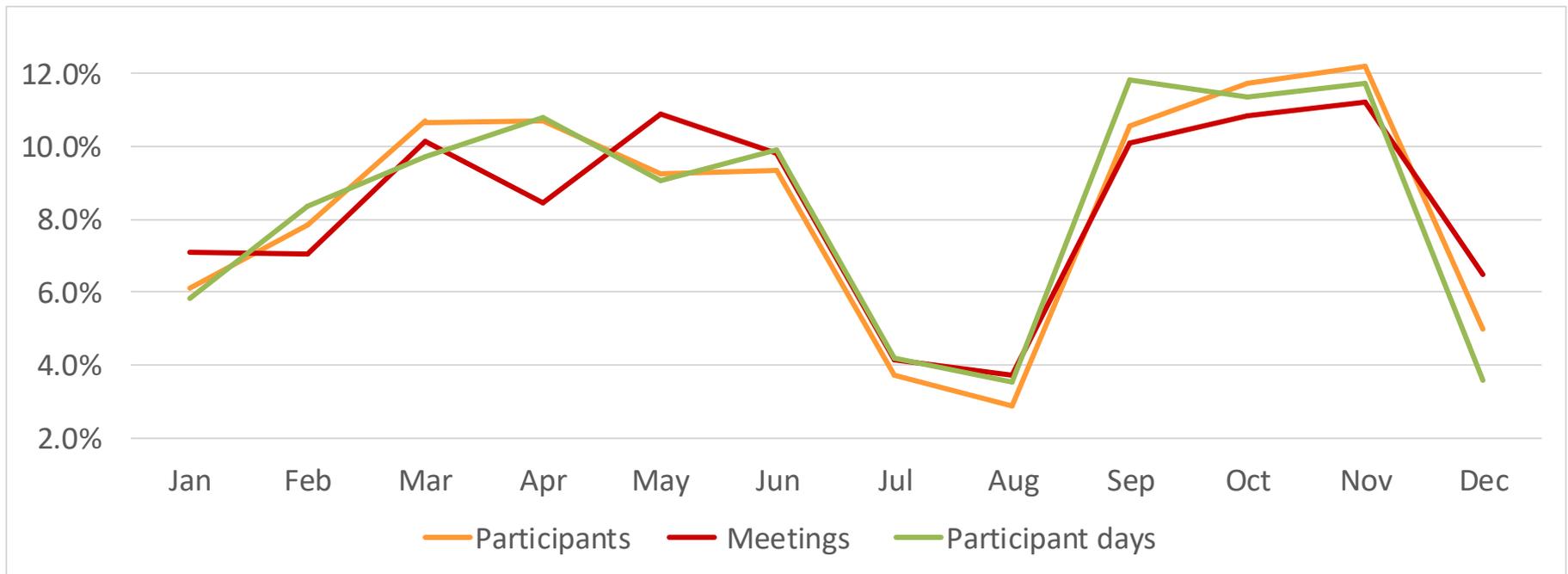
The report not only covers statistics portraying the meetings evolution for around 50 European cities but also forms the **basis for discussing major trends and developments in Europe among the member cities.**

Highlights include:

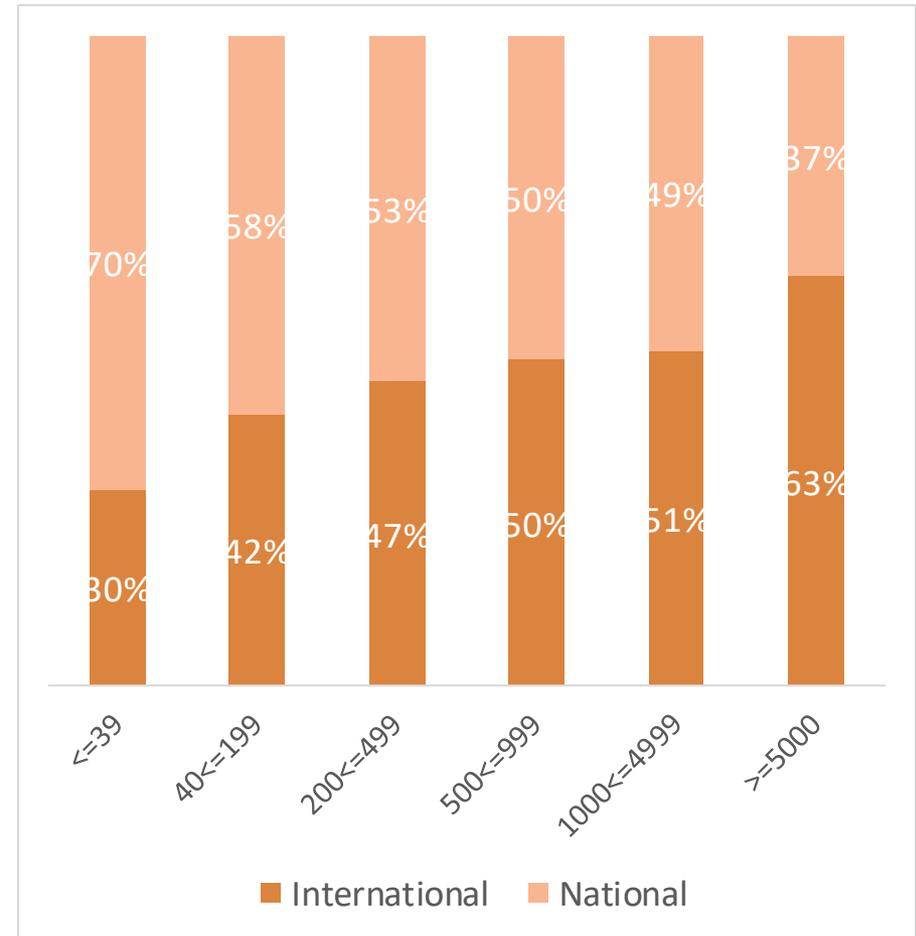
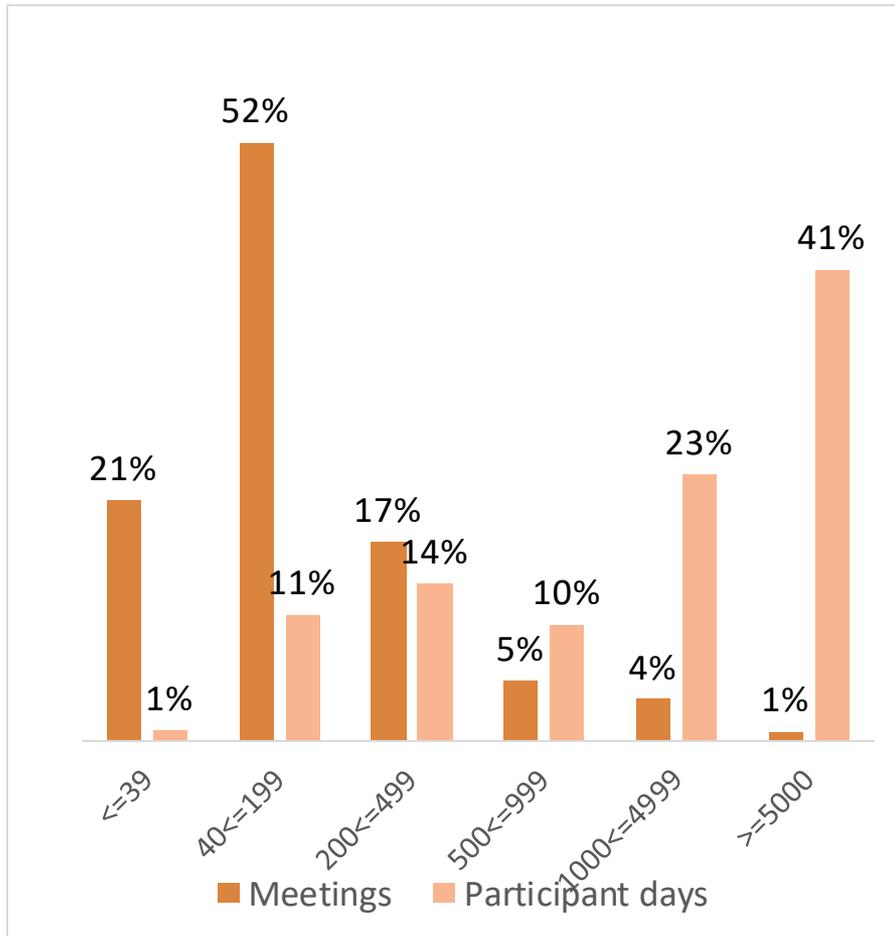
- Number of participants and participant days
- Types of meetings (Corporate/Non-Corporate)
- Scope of meetings (National/International)
- Seasonality
- Types of venues
- ICCA theme of the meetings
- Benchmarking



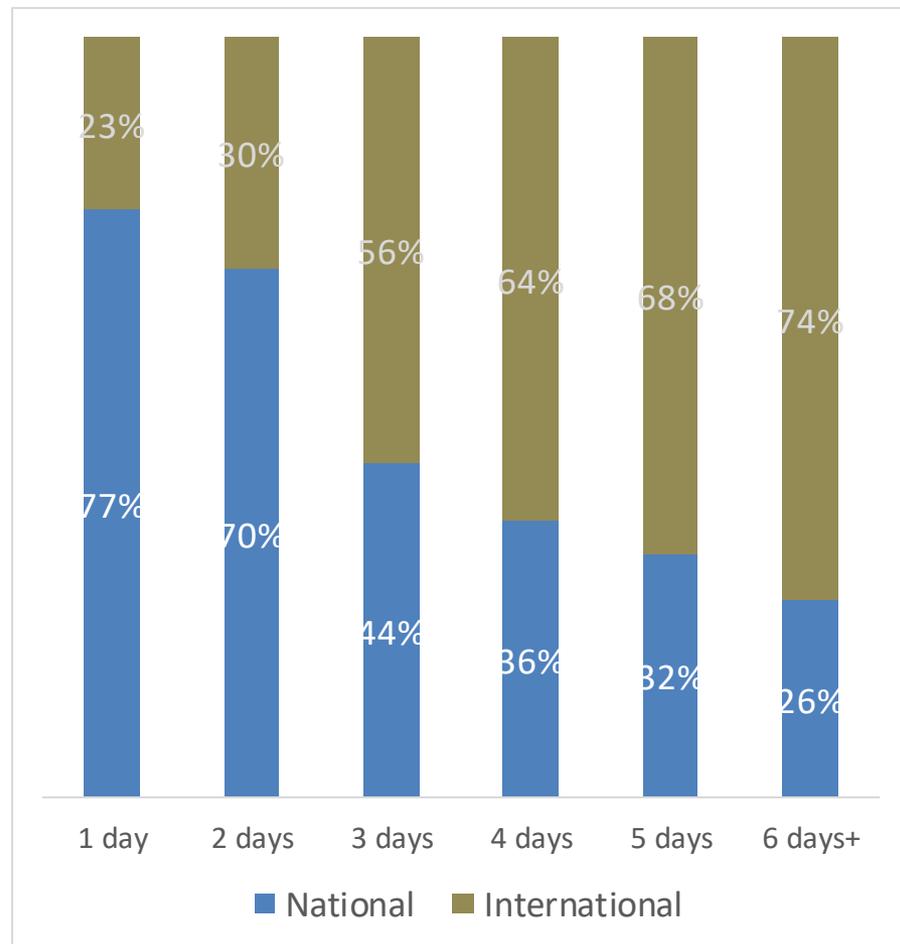
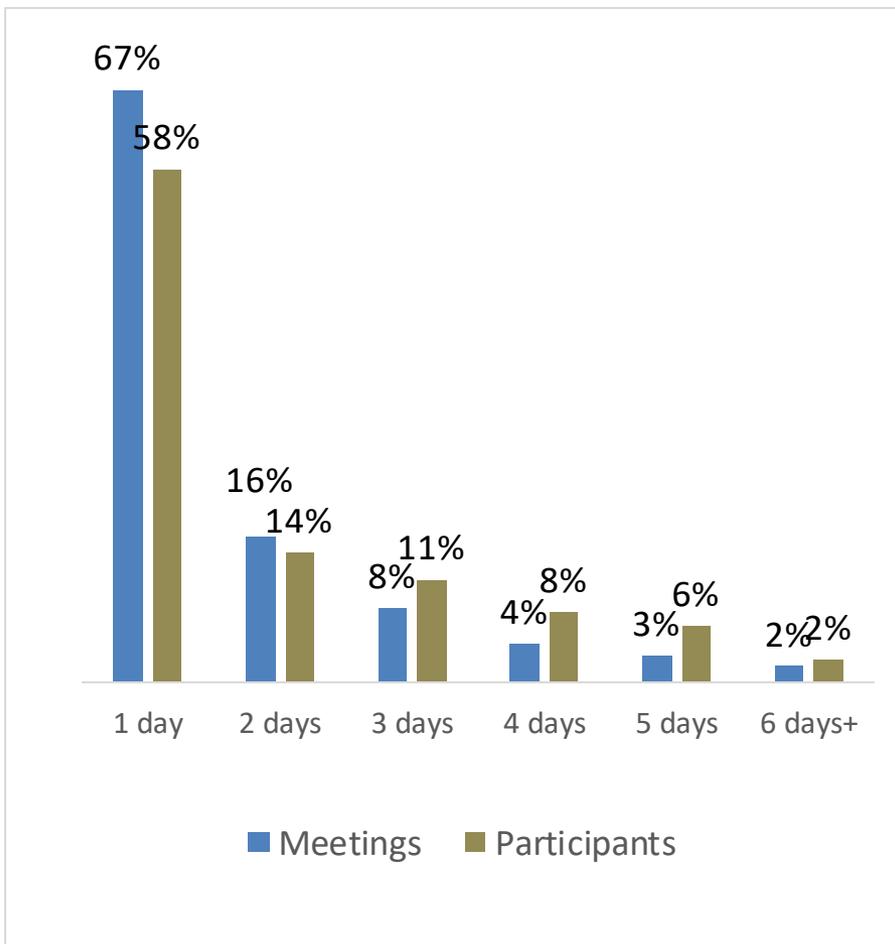
Seasonality of 2019 Meetings, n=46 cities



Non-corporate Meetings by Size, n=44



Corporate Meetings by Duration, n=39



Generating Your Own Reports: TourMIS MICE Reports Demo

Key Performance Indicators

- Meetings
 - Participants
 - Meetings Days
 - Participant Days
-
- Period, Time Series, Benchmarking



TourMIS

Accessing MICE Benchmarking Reports

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General Information 

European Countries 

Cities 

- ▶ Latest trends
- ▶ Annual nights & arrivals
- ▶ Monthly nights & arrivals
- ▶ Other indicators
- ▶ Availability & definitions
- ▶ Attractions and sights
- ▶ Shopping Barometer
- ▶ Eurocity visitor survey
- ▶ Meetings industry

Austria 

My TourMIS 

Data entry 

Logout

Latest trends:

European Countries

Cities

Austria

Release notes

2021-04-17 An email reminder service was set up for entering the number of visitors to sights.

2021-04-17 An interface for dynamically maintained graphics was created. The gallery of different graphics is to be continuously expanded. The gallery is available on the homepage of www.tourmis.info.

2021-03-09 The formats of MS Excel tables has been improved. All MS Excel Tables generated by TourMIS have xlsx Format.

2021-02-26 TourMIS was moved to a new server, reaction time was significantly improved
Homepage and main menu was revised
Table in 'Cities' for estimating CO2 emissions was revised. It now includes an option for including external market research data to improve the splitting of transportation modes used by tourists arriving at a city.

2019-11-19 New administrator email accounts relatet to TourMIS:
admin@tourmis.info for technical questions
mice@tourmis.info for questions related to the MICE database
webanalytics@tourmis.info for questions related to the Webanalytics database
support@tourmis.info for any other questions

2019-09-28 www.tourmis.info finally moved to SSL; in the future www.tourmis.com will not be supported anymore, please use www.tourmis.info instead.

2019-03-03 Travel distance estimator (table ECT J-16 in Cities) has been revised and extended. We added a function which estimates the transportation mode to the destination and the CO2 emissions generated by following the kg/pkm published by Peeters et al. (2007).

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My TourMIS



Data entry



Logout

Meetings industry

Individual or all Cities

Period	Time series
Meetings, days, and participants	Meetings, days, and participants
Seasonality (meetings per month)	Seasonality (meetings per month)
Seasonality (meetings per day of week)	Seasonality (meetings per day)
Size of meetings	Size of meetings
Size of meetings vs type of venue	
Duration of meetings	Duration of meetings
Type of venue	Type of venue
Theme of meeting	Theme of meeting

Benchmark analysis

Meetings, days, and participants

Destination All Cities

Method unweighted estimated (extrapolation based on the number of meeting venues)

Include Meetings with - days and - pax

Year -

Values (%) National and international Corporate and non-corporate All

OK

TourMIS MICE Data Entry Demo

TourMIS

MICE Data Entry



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General Information



European Countries



Cities



Austria



My TourMIS



Data entry



- ▶ Main indicators
- ▶ Shopping Barometer
- ▶ Meetings industry
- ▶ Consumer confidence index
- ▶ Attractions and sights
- ▶ Belgium and Vlaanderen
- ▶ Luxembourg
- ▶ Data importStatCube
- ▶ Release notes

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Meetings, incentives, conferences and exhibitions (MICE)

Destination:

Click here to
enter new data

Click here to edit
existing data

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Austria 

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Meetings, incentives, conferences and exhibitions (MICE)

User: **Jason Stienmetz** 25196 records

Excel Templates: [Vers.1](#) - [Vers.2](#) - [Vers.3](#) - [Vers.4](#) [[Manual](#)]

Year	Corporate Events		Non-Corporate Events		Unspecified	Total	
	National	International	National	International			
2013							
2014	792 (60%)	1249 (60%)	676 (90%)	779 (99%)		3496	
2015	1244 (60%)	1049 (60%)	742 (90%)	649 (99%)		3684	
2016	1024 (60%)	1423 (60%)	581 (90%)	739 (99%)		3767	
2017	806 (60%)	1954 (60%)	512 (90%)	802 (99%)		4074	
2018	1273 (60%)	1868 (60%)	540 (90%)	1004 (99%)		4685	
2019	1929 (60%)	2141 (60%)	733 (90%)	687 (99%)		5490	
2020							
2021							

Upload:

No file chosen

Completeness of data (best possible estimate) in %

Corporate events - national participants %

Corporate events - international participants %

Non-corporate events - national participants %

Non-corporate events - international participants %

Note:

Data Entry Templates

- Excel File templates are used to assist with proper formatting of data.
- <https://www.tourmis.info/mice/mice1.xls>
- Detailed Manual with step-by-step instructions
- <https://www.tourmis.info/mice/Meetings-Manual.pdf>

- Required for each meeting
 - Meeting name
 - Start Date
 - End Date
 - Type of Meeting (Corporate or Non-Corporate)
 - Number of Participants
 - Scope (National or International)

- Optional
 - Venue Type
 - ICCA Theme

Improving Data Quality

- Providing Complete Data is Challenging
- To improve Data Quality TourMIS can generate reports using a weighting system
- Under-represented meetings categories are given more weight to increase the reliability and validity of comparisons
- Completeness Estimation based on expert judgement of MICE professionals

Completeness of data (best possible estimate) in %

Corporate events - national participants %

Corporate events - international participants %

Non-corporate events - national participants %

Non-corporate events - international participants %

Save all

Save estimates

Return

Note:

Participating in TourMIS MICE is EASY

- Registration is required to access TourMIS MICE (FREE for ECM members)
- Special data entry privileges can be granted to MICE professionals
- Input data each Spring to be included in ECM MSR report
- Send an email to MICE@TOURMIS.INFO



New Participants Welcome

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Thank you for joining us!



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