



# Welcome to Modul University Vienna

 Austrian National  
Tourist Office  
[www.tourmis.info](http://www.tourmis.info)



17<sup>th</sup> TourMIS Workshop

September 8, 2022

# Introduction

- Name, destination/origin, organisation
- Are you a registered TourMIS user? Since when (approx)?
- 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

<p>10:00 - 11:00</p>	<p align="center"><b>INTRODUCTION TO THE TOURISM MARKETING INFORMATION SYSTEM - TourMIS</b></p> <p align="center"><b>KARL WÖBER</b> Modul University Vienna</p> <p>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.</p>	
<p>11:00 - 12:15</p> <p><b>Room 2.09</b> <b>(Online 'Main Room')</b></p>	<p align="center"><b>HOW TO BECOME AN ACTIVE CONTRIBUTOR TO TourMIS</b></p> <p align="center"><b>KARL WÖBER</b> Modul University Vienna</p> <p>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.</p>	<p align="center"><b>HOW TO ENTER AND ANALYSE VISITORS TO ATTRACTIONS AND SITES</b></p> <p align="center"><b>BOZANA ZEKAN</b> Modul University Vienna</p> <p>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 the power of this tool and how to participate in this project.</p> <p align="center"><b>THE CityDNA SHOPPING BAROMETER</b></p> <p align="center"><b>BOZANA ZEKAN</b> Modul University Vienna</p> <p>The objective of the CityDNA 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 participant in this project.</p>

# Outline of Workshop

**Room 2.09 (Online 'Main room')**

**Room 2.07 (Online 'Second room')**

<p>13:30 - 14:15</p>	<p><b>BENCHMARKING TOURISM DESTINATIONS</b></p> <p><b>KARL WÖBER</b> Modul University Vienna</p> <p>This session introduces participants to more advanced and new analysis and reporting features. A particular focus will be put on changes that have been introduced to the system since the previous workshop.</p>	<p><b>MEETINGS INDUSTRY BENCHMARKING ON TourMIS</b></p> <p><b>JASON STIENMETZ</b> Modul University Vienna</p> <p>In this session, Jason will present a very powerful tool that allows city tourism destinations to share and compare data on their meetings industry.</p>
<p>14:15 - 14:45</p>	<p><b>THE CONNECTIVITY OF RAILROADS IN EUROPE</b></p> <p><b>Room 2.09 (Online 'Main Room')</b>      <b>KIMBERLEY MARR &amp; KARL WÖBER</b> Modul University Vienna</p> <p>Kimberley and Karl will provide insights into an exciting new extension to TourMIS. We will analyse the density of the European train system and learn how tourism flows are supported by the European railway network.</p>	

# Outline of Workshop

Room 2.09 (Online 'Main room')

15:15 - 15:45	<p style="text-align: center;"><b>ESTIMATING CO2 EMISSIONS GENERATED BY TOURISM IN EUROPEAN CITIES</b></p> <p style="text-align: center;"><b>ULRICH GUNTER</b> Modul University Vienna</p> <p>In this session, Ulrich will present to you a model which allows tourism destinations to estimate and monitor the CO<sub>2</sub> emissions caused by tourists travelling to their destination.</p>
15:45 - 16:45	<p style="text-align: center;"><b>APPLICATION PROGRAMMING INTERFACES (APIs) AND THEIR USE FOR DMOs</b></p> <p style="text-align: center;"><b>SEBASTIAN FERRARI</b> (Modul University Vienna), <b>KARL WÖBER</b> (Modul University Vienna), <b>CLEMENS KÖLTRINGER</b> (Vienna Tourist Board), <b>JULIA JAKOUBEK</b> (Vienna Tourist Board), &amp; <b>DANIËLLA BRUST-BLUMINK</b> (<u>amsterdam&amp;partners</u>)</p> <p>In this session, we will present various APIs of providers of important tourism data. We will then explain how APIs can be used for retrieving large datasets and provide hints and examples. Karl will introduce the new <u>TourMIS</u> API, which will allow all <u>TourMIS</u> data inputters to connect the <u>TourMIS</u> database with their dashboards and Daniëlla will provide an example how they use it for their information system for Amsterdam.</p>
16:45 - 17:45	<p style="text-align: center;"><b>THE FUTURE DEVELOPMENT OF <u>TourMIS</u></b></p> <p style="text-align: center;"><b>KARL WÖBER</b> Modul University Vienna</p> <p>In this workshop-style session, participants are invited to discuss with Karl various options for the future development of <u>TourMIS</u>.</p>

# TourMIS – [www.tourmis.info](http://www.tourmis.info)

## 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
- Eurocity visitor survey
- Last available change rates (ETC data inputters only)
- Shopping barometer (ECM data inputters only)
- MICE statistics (ECM data inputters only)
- Calculated: Average length of stay, occupancy rate, tourism density, CO2 emissions

# Development of TourMIS

- 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
- 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
- 2010** Number of visitations to attractions in Europe
- 2016** MICE database
- 2020** CO2 estimation for city tourism
- 2022** 17th TourMIS Workshop & International Seminar



# Number of inquiries

- ~ 24.000 registered users
- approx. 2,000 active users
- 60% tourism industry
- ~ every 5 minutes one inquiry!

# Registration as data inputter

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)
- be registered on TourMIS (for free!)
- be willing to enter statistics on a regular basis

... then send an email to **support@tourmis.info** and ask for data input authorization for your destination

# Changes & new features since 2021

1. **October 2021:** A significant revision and extension of the table "Latest Trends" in "Austria" has been introduced: - Default = "Total" table (Summary of main results)
  - New tables: "Markets," "Regions" (= ÖW regions), "Federal States"
  - All of these tables take into account the latest extrapolation by Statistik Austria (if available)
  - In addition to these tables, there is also the previously existing table "Accommodation types"; however, since there is no extrapolation for this, this option is only offered if the user has selected a period without extrapolation.
  - As comparison year the previous year (t-1) or t-2 and t-3 can be chosen (default = t-1)
  - Within the current season, the user can move FORWARD or BACKWARD in time

# Changes & new features since 2021

2. **November 2021:** Fully automatic upload of CBS data to TourMIS
3. **January 2022**
  - The countries Australia and Brazil were added to the table ETC-M1
  - Arrivals and overnight stays can now also be uploaded to TourMIS with Excel files of version xlsx
  - Revision of the City Tourism Recovery Monitor (GraphicAPI) spanning the time periods 2019-2022
4. **February 2022:** Launch of a new TourMIS (data) API including manual
5. **March 2022:** Launch of the new **MERITS database** (currently for CityDNA Working Group members) using a sample data set.
  - The integration of the entire data set for the timetables 2021 took place in August 2022.

# Changes & new features since 2021

6. **April 2022:** New GraphicAPI 'City Tourism in Europe' showing the current tourism performance in comparison with 2019 for all cities included in TourMIS.
7. **June 2022:** Revision of table ETC-M1: An additional feature ("reference year") has been included to compare the latest available statistics from European countries with the same period before the Covid 19 pandemic.
8. **August 2022:**
  - Latest trends tables ETC-M0 and ETC-M1 are now automatically update for the Netherlands
  - EU27 market was added to the tables ETC-M4 and ECM-M4. The tables now also include a line 'All' (= sum of all destinations) which makes it easier to compare the performance among competing destinations.

# Make the selection!

<p>11:00 - 12:15</p> <p><b>Room 2.09</b> <b>(Online 'Main Room')</b></p>	<p><b>HOW TO BECOME AN ACTIVE CONTRIBUTOR TO TourMIS</b></p> <p><b>KARL WÖBER</b> Modul University Vienna</p> <p>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.</p>	<p><b>HOW TO ENTER AND ANALYSE VISITORS TO ATTRACTIONS AND SITES</b></p> <p><b>BOZANA ZEKAN</b> Modul University Vienna</p> <p>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 the power of this tool and how to participate in this project.</p> <p><b>THE CityDNA SHOPPING BAROMETER</b></p> <p><b>BOZANA ZEKAN</b> Modul University Vienna</p> <p>The objective of the CityDNA 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 participant in this project.</p>	<p><b>Room 2.07</b> <b>(V 'Second Room')</b></p>
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# How to become an active contributor

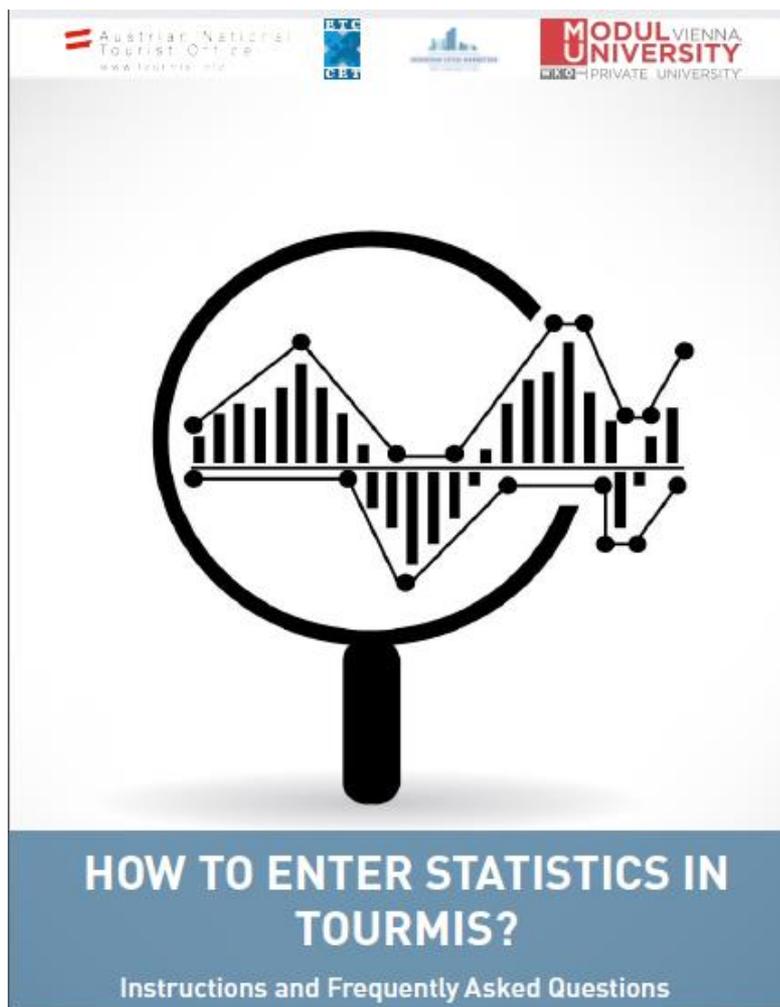
Before you start entering your figures you need to check the **definitions** available in TourMIS and the **methodologies** used for generating your data in your destination!

# Definitions available in TourMIS

## 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



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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 (**units**)
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 (**units**)
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 (50%)
2. Using the Standard Excel Template which can be downloaded from [www.tourmis.info](http://www.tourmis.info) (20%)
3. Using your own Excel file and the TourMIS flexible Excel interface (30%)
4. Connecting TourMIS and your local statistical office via API (e.g. NL)

OR: Using a semi- or fully-automatic upload procedure by the database of a destination's statistical office (AT, BE, LUX)

OR: Using a TourMIS build-in function for fully-automatically transferring the data from the Eurostat database via the Eurostat API (*New service available as of January 2023*)

# Genova 2009-2017

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Statistica flussi turistici - network European Cities Tourism																
2	Genova: Presenze in tutte le strutture ricettive													dati mensili 2017			
3		Gennaio	Febbraio	Marzo	Aprile	Maggio	Giugno	Luglio	Agosto	Settembre	Ottobre	Novembre	Dicembre	Totale per paese	Parz. 2016	Delta	
4	<b>Mercato</b>																
5	Austria	300	327	585	1,158	692	808							3,870	3,822	1.26%	
6	Belgio	535	379	528	937	891	1,438							4,708	5,060	-6.96%	
7	Bulgaria	163	139	281	623	376	480							2,062	3,253	-36.61%	
8	Croazia	226	198	228	540	542	253							1,987	2,529	-21.43%	
9	Cipro	48	43	45	27	26	73							262	431	-39.21%	
10	Rep. Ceca	101	157	235	318	410	547							1,768	1,926	-8.20%	
11	Danimarca	128	176	228	339	385	654							1,910	1,961	-2.60%	
12	Estonia	71	67	80	130	91	149							588	802	-26.68%	
13	Finlandia	152	166	200	460	411	897							2,286	2,241	2.01%	
14	Francia	3,229	4,764	4,966	13,286	12,424	8,277							46,946	41,974	11.85%	
15	Germania	2,152	2,300	3,722	7,238	6,310	8,927							30,649	27,439	11.70%	
16	Grecia	350	226	260	370	470	745							2,421	3,306	-26.77%	
17	Ungheria	169	176	315	523	321	401							1,905	2,490	-23.49%	
18	Islanda	35	40	66	45	87	206							479	218	119.72%	
19	Irlanda	165	143	253	290	293	505							1,649	1,640	0.55%	
20	<b>Italia</b>	<b>65,450</b>	<b>64,273</b>	<b>79,847</b>	<b>98,426</b>	<b>82,326</b>	<b>86,623</b>							<b>476,945</b>	<b>467,338</b>	<b>2.06%</b>	
21	Lettonia	63	39	48	79	124	85							438	803	-45.45%	
22	Lituania	161	117	148	293	250	343							1,312	943	39.13%	
23	Lussemburgo	150	40	69	187	92	163							701	446	57.17%	
24	Malta	169	105	79	88	100	124							665	402	65.42%	
25	Paesi Bassi	717	570	912	1,614	2,213	2,066							8,092	8,663	-6.59%	
26	Norvegia	236	206	224	335	412	593							2,006	2,198	-8.74%	
27	Polonia	439	382	620	1,075	1,338	1,294							5,148	6,188	-16.81%	
28	Portogallo	254	233	386	972	961	825							3,631	4,143	-12.36%	
29	Romania	1,719	2,018	2,516	2,390	2,743	2,570							13,956	17,899	-22.03%	
30	Russia	1,513	972	1,308	2,892	3,619	4,447							14,751	11,813	24.87%	
31	Slovacchia	110	60	98	88	247	253							856	473	80.97%	
32	Slovenia	86	141	84	277	410	186							1,184	1,664	-28.85%	
33	Spagna	1,900	1,606	2,206	3,993	2,696	3,238							15,639	16,484	-5.13%	

Bednights in all accommodation establishments  
 Horizontally the months; Vertically the markets  
 Each worksheet = one year

# Denmark May 2017

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	<b>Kommercielle overnatninger i alt ekskl. feriehuse i maj 2017</b>																		
2																			
3																			
4																			
5	<b>Hele landet</b>		<b>Regionen i alt</b>		<b>Københavns Kommune</b>		<b>Frederiksberg Kommune</b>		<b>Brøndby Kommune</b>		<b>Gentofte Kommune</b>		<b>Hvidovre Kommune</b>		<b>Høje-Taastrup Kommune</b>				
6		<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>	<b>Maj 2016</b>	<b>Maj 2017</b>
7	<b>I alt</b>	3,192,778	3,193,928	1,007,822	1,022,407	662,854	674,937	23,373	16,804	5,209	5,558	13,677	14,240	8,125	8,647	7,822	7,880		
8	<b>Danmark</b>	2,132,779	2,126,308	472,188	459,551	225,496	215,019	12,420	7,055	3,528	3,919	6,678	7,574	4,892	4,299	4,566	4,304		
9	<b>Udlandet samlet</b>	1,059,999	1,067,620	535,635	562,856	437,358	459,918	10,953	9,749	1,681	1,639	6,999	6,666	3,233	4,348	3,256	3,576		
10	<b>Færøerne</b>	3,653	2,998	2,601	2,021	1,802	1,563	25	83	0	1	3	10	2	6	0	8		
11	<b>Grønland</b>	2,454	2,179	2,157	1,715	1,787	1,291	10	91	0	18	14	2	2	0	0	0		
12	<b>Belgien</b>	12,793	10,794	8,818	6,875	7,831	5,889	162	227	24	9	83	100	22	13	14	4		
13	<b>Bulgarien</b>	876	898	742	822	624	722	40	41	0	1	0	2	9	5	10	5		
14	<b>Cypern</b>	595	353	460	238	430	152	0	40	0	0	0	2	0	0	0	0		
15	<b>Estland</b>	865	1,060	568	603	455	444	36	39	4	0	2	47	6	2	6	0		
16	<b>Finland</b>	15,612	17,287	10,122	10,777	8,711	8,990	269	179	51	73	41	32	68	104	125	63		
17	<b>Frankrig</b>	20,940	22,621	16,500	18,252	14,282	16,062	433	473	13	5	381	412	30	17	56	8		
18	<b>Grækenland</b>	2,423	2,498	1,951	2,014	1,789	1,674	48	120	0	0	13	13	6	2	5	0		
19	<b>Holland</b>	67,840	57,468	18,350	16,404	13,498	12,732	300	223	21	26	321	415	77	88	109	112		
20	<b>Irland</b>	4,048	3,962	3,373	3,085	2,629	2,730	60	133	1	0	37	33	10	3	1	1		
21	<b>Island</b>	4,423	5,355	3,352	3,729	2,966	3,194	90	123	6	0	42	51	1	6	10	4		
22	<b>Italien</b>	21,472	23,706	17,122	19,769	15,034	17,007	818	990	54	16	69	111	151	589	6	22		

Commercial overnight stays excluding holiday homes in May 2017

Horizontally the regions ("Hele landet" = entire country) two months (current and previous year);

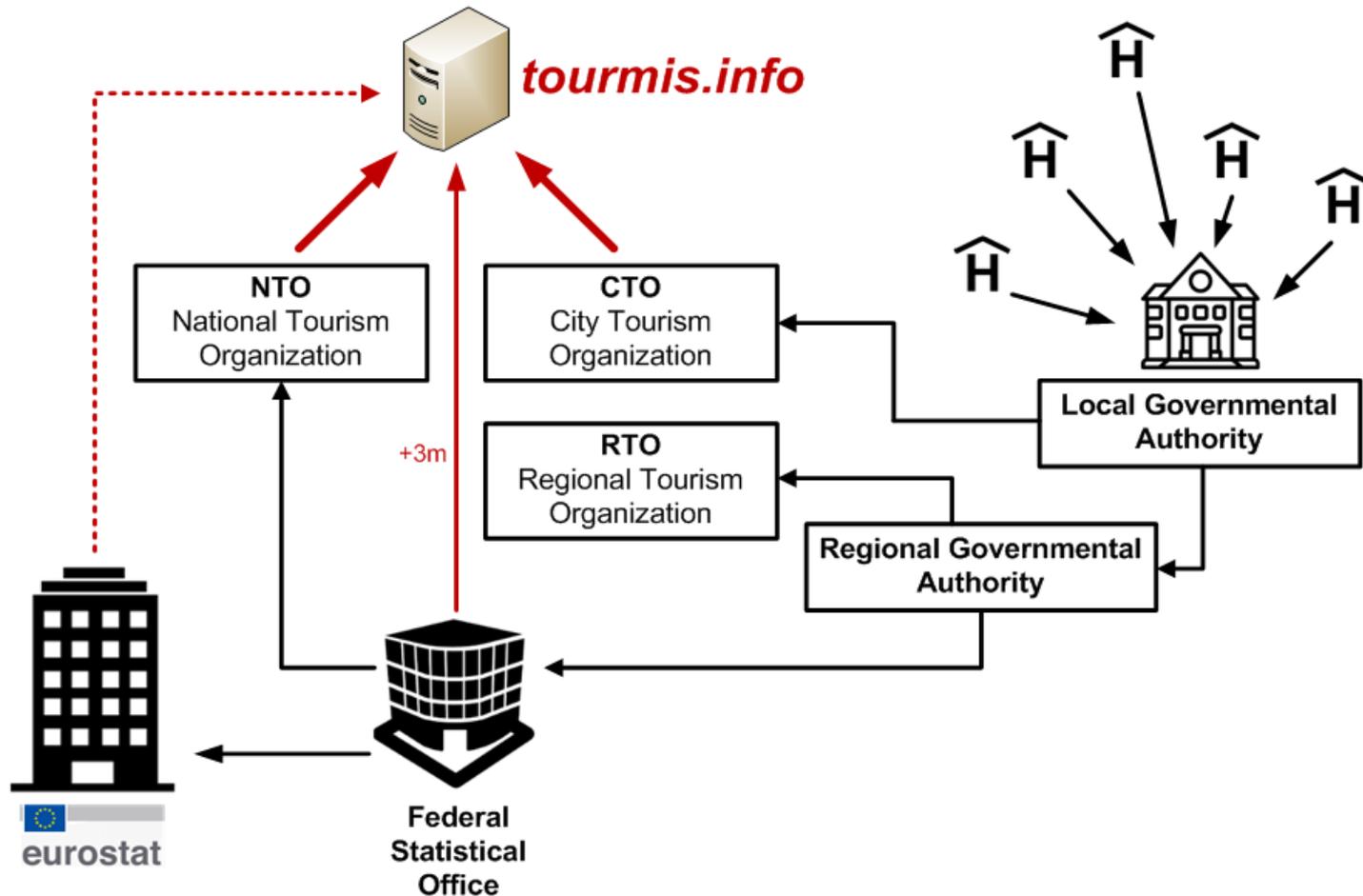
Vertically the markets

Each worksheet different periodicity (måned = month)

# Ankara 2021

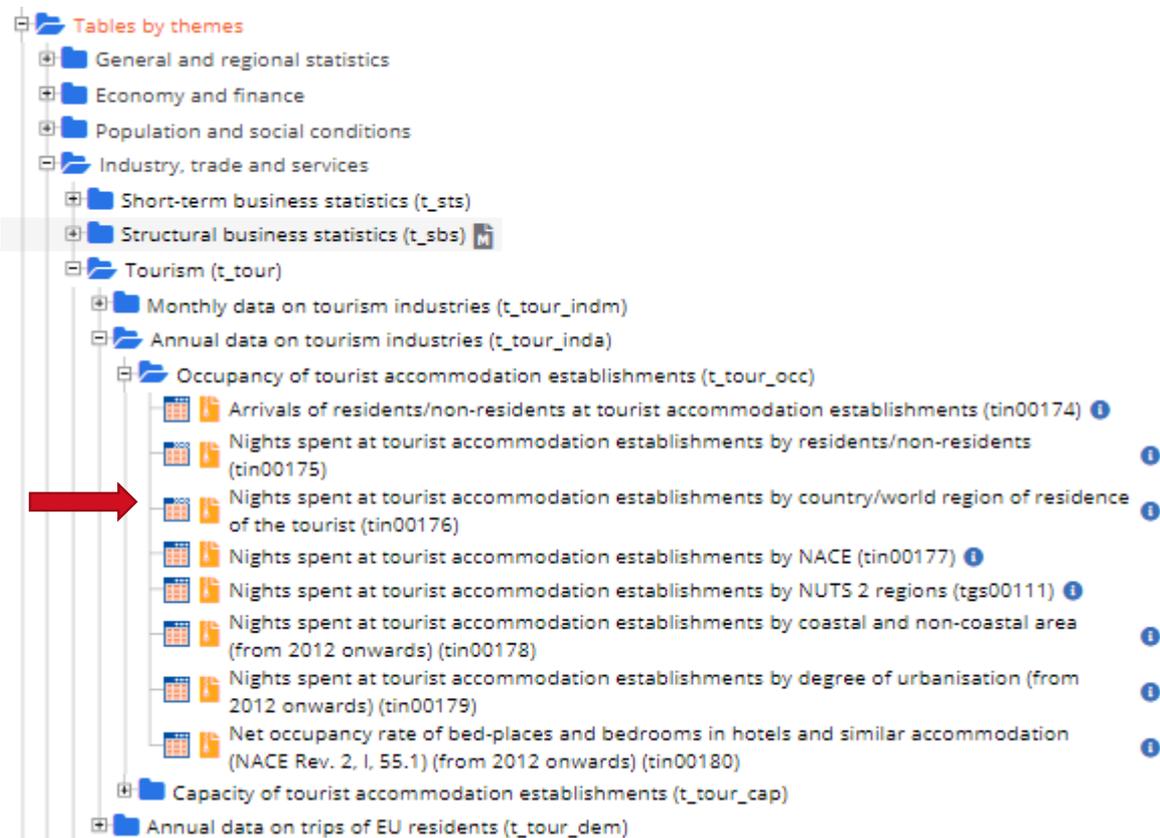
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Ankara</b>												
2		<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
3	France	3,229	4,764	4,966	13,286	12,424	8,277						
4	Germany	2,152	2,300	3,722	7,238	6,310	8,927						
5	Italy	<b>55,998</b>	<b>64,273</b>	<b>79,847</b>	<b>98,426</b>	<b>82,326</b>	<b>86,623</b>						
6	Moldova	1,513	972	1,308	2,892	3,619	4,447						
7	<b>Turkey</b>	2,920	3,580	5,220	8,635	13,810	15,148						
8	Other Europe	1,017	973	785	1,566	1,811	2,545						
9	<b>Europa</b>	<b>66,829</b>	<b>76,862</b>	<b>95,848</b>	<b>132,043</b>	<b>120,300</b>	<b>125,967</b>						
10	USA	1,252	1,335	2,864	4,431	5,017	6,093						
11	Other America	1,017	973	785	1,566	1,811	2,545						
12	<b>America</b>	<b>2,269</b>	<b>2,308</b>	<b>3,649</b>	<b>5,997</b>	<b>6,828</b>	<b>8,638</b>						
13	China	1,396	1,521	1,712	2,934	2,863	3,550						
14	Other Asia	1,741	1,868	3,099	3,949	4,216	5,123						
15	<b>Asia</b>	<b>3,137</b>	<b>3,389</b>	<b>4,811</b>	<b>6,883</b>	<b>7,079</b>	<b>8,673</b>						
16	Other Africa	1,274	1,264	1,703	1,338	1,600	1,368						
17	<b>Africa</b>	<b>1,274</b>	<b>1,264</b>	<b>1,703</b>	<b>1,338</b>	<b>1,600</b>	<b>1,368</b>						
18	Australia and New Zealand	576	236	504	1,153	1,767	2,353						
19	Other Oceania	205	238	226	705	514	242						
20	<b>Oceania</b>	<b>781</b>	<b>474</b>	<b>730</b>	<b>1,858</b>	<b>2,281</b>	<b>2,595</b>						
21	<b>Total Foreign</b>	<b>71,370</b>	<b>80,717</b>	<b>101,521</b>	<b>139,484</b>	<b>124,278</b>	<b>132,093</b>						
22	<b>Total Domestic</b>	<b>2,920</b>	<b>3,580</b>	<b>5,220</b>	<b>8,635</b>	<b>13,810</b>	<b>15,148</b>						
23	<b>Total Foreign and Domestic</b>	<b>74,290</b>	<b>84,297</b>	<b>106,741</b>	<b>148,119</b>	<b>138,088</b>	<b>147,241</b>						
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# Interface to external databases (overview)



# Eurostat

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



# Eurostat

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

The screenshot displays the 'Data navigation tree' for Eurostat. The tree is organized as follows:

- Database by themes
  - General and regional statistics
    - European and national indicators for short-term analysis (euroind)
    - Regional statistics by NUTS classification (reg)
    - Regional statistics by typology (reg\_typ)
    - Degree of urbanisation (degurb)
    - City statistics (urb)
      - Cities and greater cities (urb\_cgc)
        - Population on 1 January by age groups and sex - cities and greater cities (urb\_cpop1) **Updated**
        - Population structure - cities and greater cities (urb\_cpopstr) **Updated**
        - Population by citizenship and country of birth - cities and greater cities (urb\_cpopcb) **Updated**
        - Fertility and mortality - cities and greater cities (urb\_cfermor) **Updated**
        - Living conditions - cities and greater cities (urb\_clivcon) **Updated**
        - Education - cities and greater cities (urb\_ceduc) **Updated**
        - Culture and tourism - cities and greater cities (urb\_ctour) **Updated**
        - Labour market - cities and greater cities (urb\_clma) **Updated**
        - Economy and finance - cities and greater cities (urb\_cecfi) **Updated**
        - Transport - cities and greater cities (urb\_ctrans) **Updated**
        - Environment - cities and greater cities (urb\_cenv) **Updated**

A red arrow points to the 'Population on 1 January by age groups and sex - cities and greater cities (urb\_cpop1)' entry.