

Tourism Management Information System

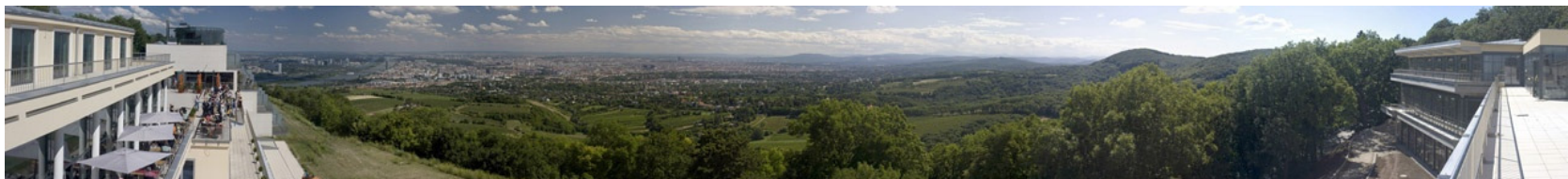
Supporting Marketing Planning of Tourism Managers

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Department of Tourism and Hospitality Management



Tourism Networks in Europe

European Cities Marketing

www.europeancitiesmarketing.com



- 130+ City tourism organisations of Europe (>30 countries)
- Working groups:
 - Research and statistics
 - Information Technology
 - Communication and PR
 - City cards

European Travel Commission

www.etc-corporate.org



- 38 National tourism organisations of Europe
- Activities:
 - Public relations
 - Consumer advertising
 - Trade promotion
 - Market research

Typical Research Questions

- How important is tourism for my destination?
- What are the main trends in travel behaviour?
- What is my optimal market segmentation strategy?
- Who are my competitors?
- How effective are the marketing strategies & business models I could apply to my destination?
- ...

Limitations of Market Research

- Information does not exist
- Information is not up-to-date
- Data is not comparable
- Information is too specific and therefore of limited relevance for a particular problem
- Information is not detailed enough
- Interpretation is difficult and explanation is missing
- The cost-benefit-ratio of market research studies is generally perceived as low

Tourism **M**anagement **I**nformation **S**ystem

<http://www.tourmis.info>

Electronic Delivery of Market Research Information and Decision
Support Tools for the Tourism Industry





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- ▶ How to register
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TourMIS Resources

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- Eurocity Manual
- Development of demand for TourMIS tables & graphs
- The definition and compilation of City Tourism
- Excel data upload form for ETC members
- Excel data upload form for ECT members

Österreich Werbung

B2C: www.austria.info

B2B: www.austriatourism.com

Welcome to TourMIS!

TourMIS is a **Marketing-Information-System for tourism managers**. The major aim of TourMIS is to provide information and decision support for tourism managers and scholars. Therefore, TourMIS provides on-line tourism survey data, as well as various tools to transform data into precious management information.

Since 2000 this initiative has provided the tourism industry with predominantly **free** access to overall data and functions of TourMIS (registration is required). TourMIS is open to all authorized tourism organizations, societies, tourism consultants, companies, tourism training centres, pressure groups, etc. in Austria and abroad. By covering the maintenance costs, a **consortium** of the most important initiators of market research projects in Austria and Europe guarantee the continuous updating of the comprehensive database. The programme modules contained in the method-base are developed according to the specific requirements of tourism managers at the Institute for Tourism and Leisure Studies at the University of Economics and Business Administration in Vienna (contact: **Dr. Karl Wöber**). The development of TourMIS is financially supported by the **Austrian National Tourist Office** and the **European Travel Commission**.

TourMIS can be used by any Internet browser, however, for full functional support Microsoft Explorer is recommended.

Technical Components

TourMIS requires registration – but almost all data is accessible for free!








relational database. Inserting and web-based user interface. All pages in hardware is located at the Vienna University (1090 Vienna, Augasse 2-6, Austria, served at a different location.



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TourMIS sponsors and partners

TourMIS is a development of the Institute for Tourism and Leisure Studies (ITL) at the Vienna University of Economics and the [Austrian National Tourist Office](#).

Data maintenance in TourMIS is currently supported by following companies:

- [Austrian Chamber of Commerce](#)
- [Austrian Ministry of Economic Affairs](#)
- [Austrian National Tourist Office](#)
- [Burgenland Tourist Board](#)
- [Carinthia Tourist Board](#)
- [European Travel Commission](#)
- [European Cities Tourism](#)
- [Institute for Tourism and Leisure Studies at VUEBA](#)
- [Lower Austria Tourist Board](#)
- [Salzburg Tourist Board](#)
- [Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.](#)
- [Statistik Austria](#)
- [Styria Tourist Board](#)
- [The Travel Business Partnership](#)
- [Tyrol Werbung](#)
- [Upper Austria Tourist Board](#)
- [Vienna Tourist Board](#)
- [Vorarlberg Tourismus](#)

TourMIS sponsors and partners supporting the development of the system



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- ▶ Nights & arrivals
- ▶ Attractions & sights

City tourism in Europe

- ▶ Latest Trends
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Tourism in Austria

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- ▶ Austrian visitor survey
- ▶ Attractions & sights

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-
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- ETC members
- Excel data upload form for ECT members

Tourism in Austria >> Nights and arrivals

- ▶ Monthly data
- ▶ Seasonal data
- ▶ Annual data
- ▶ Special

The **arrival and overnight statistics** from Statistik Austria are based on surveys conducted in about 1600 municipalities and some 75,000 commercial and private accommodation enterprises. The municipalities communicate the development of their arrival/overnight monthly data to Statistik Austria. Arrival/overnight data was collected from 15 types of accommodations and approx. 40 source countries according to month, season (winter, summer) and calendar years.

TourMIS provides the data for all of Austria as well as for the provinces. In addition to tables and graphs, TourMIS also offers analyses and evaluations such as benchmarking comparisons and evaluations on the development per season that are often needed in tourism management. The results of the individual municipalities can be accessed in the database of Statistik Austria, ISIS, for a fee (see [Statistik Austria](#)).

The survey conducted on the **capacity of accommodation establishments** by Statistik Austria is done annually on the key date 31 May in the 1,600 municipalities. In addition to the number of establishments, the number of beds in particular are

Austrian tourism statistics is the largest data source in TourMIS

Data since 1972, 17 accommodation categories, 72 markets, 18 destinations; In total: 3mn figures, approx. 60,000 new figures automatically added to the DB every month



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Tourism in Austria >> Nights and arrivals

- ▶ Monthly data
- ▶ Seasonal data
- ▶ Annual data
- ▶ Special
- ▶ Arrivals/bednights of all markets in one destination
- ▶ Arrivals/bednights by destinations
- ▶ Development of arrivals or bednights by destinations
- ▶ Time series of nights or arrivals (all months; +graph)
- ▶ Time series of nights or arrivals (one particular month; +graph)
- ▶ Arrivals/bednights of one generation
- ▶ Austrian provinces
- ▶ Competitive analysis of Austrian
- ▶ City tourism in Austria
- ▶ Development of city tourism in A

Users have the choice to select one of several reports/tables

Destination	Provinces
Accommodation	3 star accommodations
Market/origin	<input checked="" type="radio"/> Spain <input type="radio"/> Summe mehrerer Herkunftsländer
Year/Month	2007 September
<input type="button" value="OK"/>	

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  %
 



Official statistics of the Austrian National Statistical Office (Monthly data)

Accommodation: 3 star accommodations

Market/origin: Spain

Period: September 2007

Destination	Arrivals			Bednights			Duration of stay
	absolute	% p.y.	in %	absolute	% p.y.	in %	
Burgenland	10	25.0	0.2	10	-23.1	0.1	1.0
Carinthia	137	63.1	2.1	255	37.1	1.6	1.9
Lower Austria	364	188.9	5.5	662	113.5	4.1	1.8
Salzburg	932	12.8	14.1	1,867	-6.8	11.6	2.0
Styria	156	66.0	2.4	338	46.3	2.1	2.2
Tirol	558	-29.2	8.4	1,524	-27.3	9.5	2.7
Upper Austria	255	-9.3	3.9	550	-21.4	3.4	2.2
Vienna	4,052	-31.2	61.2	10,656	-28.2	66.2	2.6
Vorarlberg	155	68.5	2.3	239	92.7	1.5	1.5
Austria	6,619	-19.2	100.0	16,101	-21.5	100.0	2.4

Table: SA-M2

Generated between 2007-12-09 (13-43-41) and 2007-12-09 (13-43-41).

(c) ÖW/IfTF (<http://www.tourmis.info>)



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Official statistics of the Austrian National Statistical Office (Annual data)

Content: Bednights
Accommodation: 3 star accommodations
Destination: Vienna
Market/origin: Spain
Period: 1995 - 2006

Period	Bednights	
	absolute	% p.y.
1995	44,326	
1996	45,463	2.6
1997	51,197	12.6
1998	70,032	36.8
1999	58,350	-16.7
2000	65,568	12.4
2001	58,331	-11.0
2002	45,812	-21.5
2003	48,621	6.1
2004	55,381	13.9
2005	70,053	26.5
2006	85,555	22.1

Table: SA-J4

Generated between 2007-12-09 (13-47-59) and 2007-12-09 (13-47-59).
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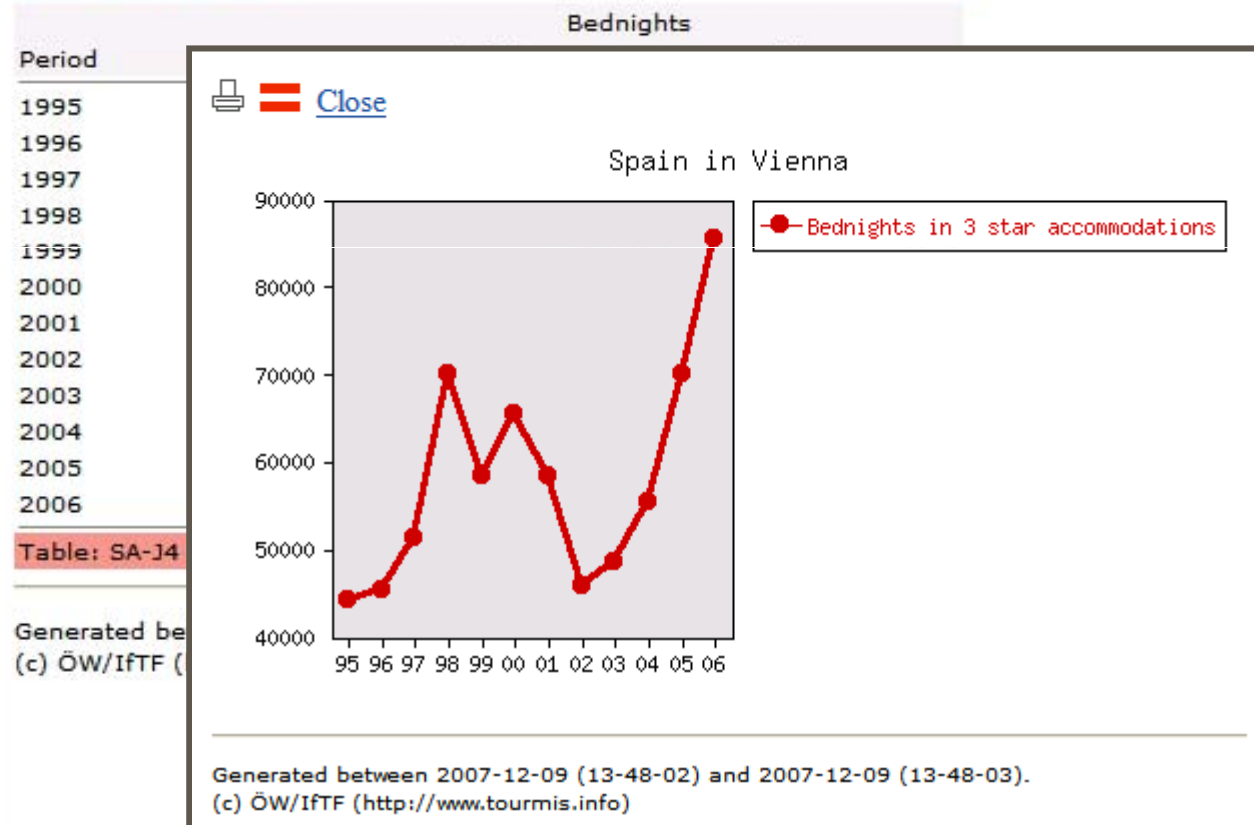
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Official statistics of the Austrian National Statistical Office (Annual data)

Content: Bednights
Accommodation: 3 star accommodations
Destination: Vienna
Market/origin: Spain
Period: 1995 - 2006





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City tourism in Europe >> Nights & arrivals

- ▶ Availability
- ▶ Monthly data
- ▶ Annual data

In its 1995 annual convention the European association of city tourism organisations, [European Cities Tourism](#) (before: Federation of European Cities Tourism Offices), decided the installation of a working group to regularly compile European city-tourism statistics. The working group [Statistics and Research](#) focuses on giving a comprehensive survey of the most popular city destinations and their development as well as - by comparing the information received - contributing to a critical discussion and harmonisation of research methods.

Currently the data on overnights, arrivals and [most comprehensive and up-to-date](#) information is available in the European Cities Tourism database in cooperation with the World Tourism Organisation (WTO) or by the European Commission (EC).

The data in TourMIS are collected with the help of tourism managers and the staff of over 130 tourist offices all over Europe who enter them online into the database. If data are entered in time a special and individual *benchmarking report* is provided back to the manager, whereas delays are met with *reminder-mails*.

Data compilation within TourMIS depends solely on the participation of ambitious and interested tourism managers - hence no guarantee can be given for the quality and quantity of the data. Employees of tourist offices, statistical offices or city administrations taking an interest in actively co-operating in this project are kindly asked to contact [Dr. Karl Wöber](#).

Due to different [definitions and survey methodologies](#) in different cities (and






International data for European cities (ECM) and Countries (ETC)



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More than 150 managers in Europe regularly enter tourism statistics in TourMIS



TourMIS updates during the last 30 days

Date	Who?	Information	Destination	Year(s)
7/12/2007	Laszlo Paszternák	Arrivals in all paid forms of accommodation establishments in city area only	Budapest	07
		Bednights in all paid forms of accommodation establishments in city area	Budapest	07
		Number of all paid forms of accommodation establishments in city area only	Budapest	07
		Number of bedspaces in all forms of paid accommodation establishments in city area only	Budapest	07
7/12/2007	DUBRAVKA MIČIĆ	Annual bed-occupancy in all forms of paid accommodation establishments in city area only	Zagreb	07
		Arrivals in all paid forms of accommodation establishments in city area only	Zagreb	07
		Bednights in all paid forms of accommodation establishments in city area	Zagreb	07
6/12/2007	Bernie Morris	Number of arrivals (latest available figures)	Ireland Rep	07
		Number of bednights (latest available figures)	Ireland Rep	07
6/12/2007	Gunnhild Hollekve Håvik	Annual bed-occupancy in hotels and similar establishments in city area only	Bergen	07
		Bednights in hotels and similar		07

They enter their data either in online forms ...



Barcelona [BCN]

2007

Bednights in hotels and similar establishments in city area only

Market	Annual data	Total I-XII	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total foreign and domestic		9166906	904023	961795	1111111	1176338	1145936	1320085	1216932	1330686				
Unspecified markets		2798656	37269	36806	31677	40068	48010	57208	1216932	1330686				
EUROPE														
Austria		68333	5837	7859	9672	16744	13452	14769						
Belgium		125741	14349	18504	17247	25831	23628	26182						
Bosnia and Herzegovina														
Bulgaria														
Croatia														
Cyprus														
Czech Rep.		15226	1130	1663	2377	3893	2135	4028						
Denmark		68388	6644	6751	11804	17963	10940	14286						
Estonia														
Finland		65481	4573	9667	9698	13302	15876	12365						
France		386307	55308	57935	59986	80189	67240	65649						
Georgia														
Germany		407564	47037	53676	75350	77753	74704	79044						
Greece		49965	6115	7951	8916	8449	7546	10988						
Hungary														
Iceland														
Ireland Rep		125664	19818	23087	23513	21068	18764	19414						
Italy		603502	113115	74471	99923	127874	87056	101063						
Latvia														

... or upload the data by means of Excel sheets

Microsoft Excel - etc_bednights_all.xls

<

Data is compiled for various definitions
e.g. 26 measures defined 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

Reports inform users if managers have entered data in time

[woeber] Mr. Karl Wober (Supervisor) Deutsch

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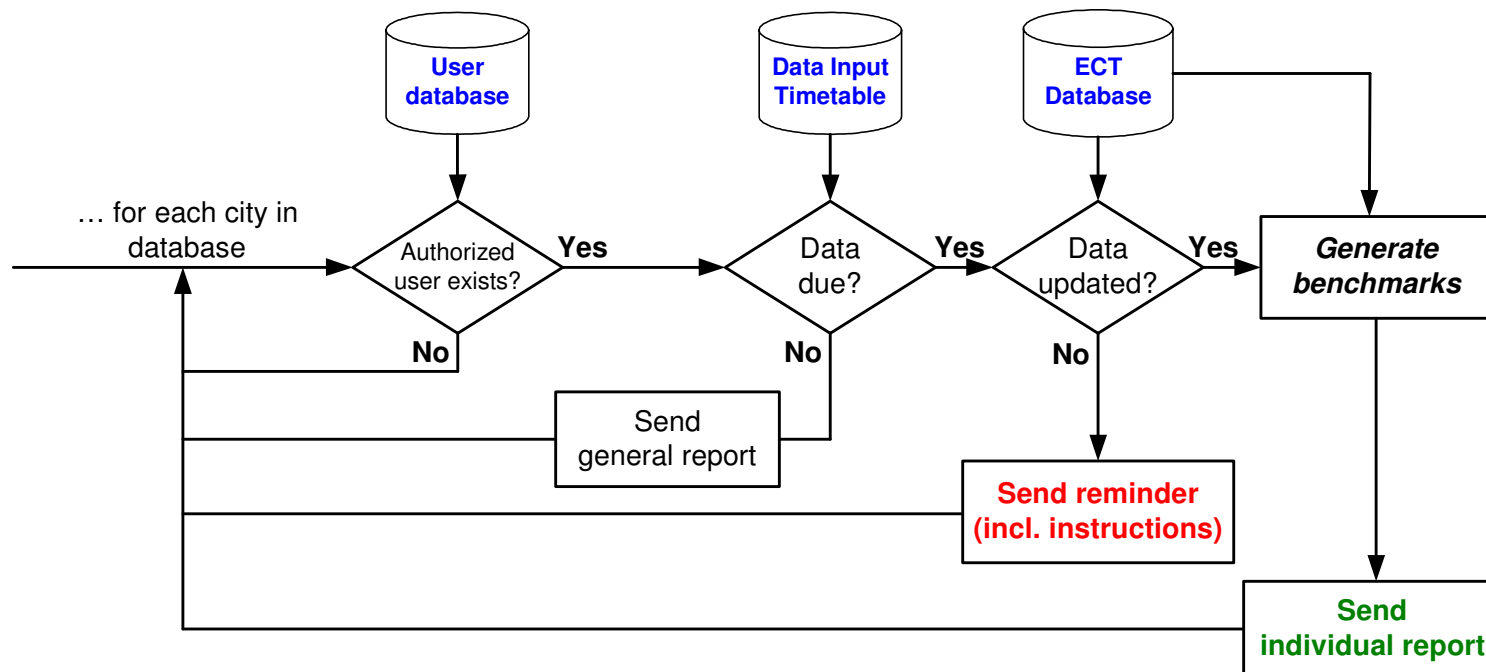
Barcelona 6.225 Figures

Data inputter(s)

- [Martin Arnau](#) (arnau) has updated 5.451 Figures (last time 2007-05-28).
- [Segura Gemma](#) (segura) has updated 456 Figures (last time 2007-11-28).

Information	Annual data	Monthly data
[AD] Arrivals of all visitors (tourists and day visitors) in city area only (1)		
[ADS] Arrivals of all visitors (tourists and day visitors) in greater city area (1)		
[AZ] Arrivals in all accommodation establishments incl. VFR in city area only (1)		
[AZS] Arrivals in all accommodation establishments incl. VFR in greater city area (1)		
[AA] Arrivals in all paid forms of accommodation establishments in city area only (Domestic available)		
Total # of figures currently entered in TourMIS	8	44
Number of different markets/years	1 / 8	1 / 4
1st/last period available	2000-2007	Jan 04-Aug
According to DIT (January/+12) data should be available for	2006	Dec 2006
[AAS] Arrivals in all paid forms of accommodation in greater city area (1)		
[AG] Arrivals in hotels and similar establishments in city area only (Domestic available)		
Total # of figures currently entered in TourMIS	478	2.629
Number of different markets/years	59 / 19	41 / 7
1st/last period available	1989-2007	Jan 01-Aug
According to DIT (January/+12) data should be available for	2006	Dec 2006
[AGS] Arrivals in hotels and similar establishments in greater city area (1)		
[NZ] Bednights in all accommodation establishments incl. VFR in city area only (1)		
[NZS] Bednights in all accommodation establishments incl. VFR in greater city area (1)		
[NA] Bednights in all paid forms of accommodation establishments in city area (Domestic available)		

Managers are automatically reminded by email when they do not enter their data in time!



Monthly data for 42 cities (2007); Annual data for more than 80 cities: Most comprehensive city tourism statistics worldwide!

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City tourism statistics compiled by European Cities Tourism
Market: Total foreign and domestic
Information: Arrivals
Year: 2007

Destination	Period	(1)	absolute	+/-	% p.y.
Barcelona	1-8	AA	5.191.927	457.716	9,7
Belgrade	1-9	AGS	398.896	47.791	13,6
Berlin	1-9	AA	5.680.851	435.983	8,3
Bilbao	1-9	AG	470.354	14.847	3,3
Bratislava	1-9	AA	547.706	23.868	4,6
Bregenz	1-9	AA	138.380	11.780	9,3
Budapest	1-10	AA	2.151.620	42.415	2,0
Dijon	1-7	AG	448.636	-2.469	-0,5
Dresden	1-9	AA	1.131.019	-40.823	-3,5
Dubrovnik	1-10	AA	483.856	33.358	7,4
Eisenstadt	1-9	AA	25.185	3.452	15,9
Genova	1-9	AG	479.113		
Ghent	1-3	AA	71.329	10.662	17,6
Gijón	1-10	AG	322.411	25.312	8,5
Graz	1-9	AA	309.722	9.906	3,3
Hamburg	1-9	AA	3.020.872	161.862	5,7
Heidelberg	1-9	AA	408.365	3.382	0,8
Helsinki	1-9	AA	1.300.836	123.404	10,5
Innsbruck	1-9	AA	575.994	24.852	4,5
Klagenfurt	1-9	AA	129.810	-1.435	-1,1
La Coruna	1-10	AA	445.640	29.335	7,0
Linz	1-9	AA	299.219	-5.537	-1,8
Lisbon	1-7	AA	1.539.580	105.617	7,4
Ljubljana	1-9	AA	294.622	20.665	7,5
Malmö	1-8	AG	429.923	28.093	7,0

Provides tools which allow managers to compare the performance of their destination with destinations they perceive as competitors

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Period: 2006

ETC destinations	Bednights				Arrivals			
	absolute	Note	+/-	% p.y.	absolute	Note	+/-	% p.y.
Austria	119.403.235	NA	161.696	0,1	30.142.866	AA	805.543	2,7
Belgium	29.372.011	NA	991.318	3,5	11.800.974	AA	481.674	4,3
Bulgaria					4.286.442	AA	457.013	11,9
Croatia	10.220.534	NA	10.220.534		10.220.534	AA	10.220.534	
Cyprus	14.438.592	NA	-619.727	-4,1	2.287.229	AA	68.443	3,1
Denmark	44.416.769	NA	2.361.808	5,6				
Estonia	4.543.336	NA	431.759	10,5	2.259.463	AA	186.877	9,0
Finland	18.236.137	NA	977.100	5,7	9.658.718	AA	569.401	6,3
France	191.925.192	NG	76.518	0,0	105.233.481	AG	-520.466	-0,5
Germany	351.223.970	NA	7.242.955	2,1	125.236.529	AA	4.662.655	3,9
Greece	56.707.728	NG	2.690.472	5,0	13.675.240	AG	393.623	3,0
Ireland Rep	27.025.000	NG	1.562.000	6,1	14.727.042	AT	791.326	5,7
Italy	370.157.592	NA	14.902.420	4,2	93.939.985	AA	5.601.331	6,3
Latvia	3.113.846	NA	479.637	18,2	1.329.890	AA	175.233	15,2
Lithuania					1.525.896	AA	200.272	15,1
Luxembourg	2.637.199	NA	-74.370	-2,7	970.284	AA	-7.145	-0,7
Norway	27.164.889	NA	1.218.586	4,7				
Poland					17.512.115	AA	914.913	5,5
Portugal	37.566.461	NG	2.045.807	5,8				
Serbia					2.006.488	AA	18.019	0,9
Slovakia	11.137.565	NA	404.811	3,8	3.583.879	AA	155.796	4,5
Sweden	47.705.244	NA	2.764.988	6,2				
Switzerland	34.848.426	NG	1.904.690	5,8				

AV = Arrivals of visitors at frontiers

AT = Arrivals of tourists at frontiers

Benchmarking partners can be selected by the user ...

[woeber] Mr. Karl Wöber (Supervisor)

Deutsch 

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Benchmarking partners: City data (ECT)						All	None	Save changes	Cancel
<input type="checkbox"/> Aachen	<input type="checkbox"/> Aarhus	<input type="checkbox"/> Aix-en-Provence	<input checked="" type="checkbox"/> Amsterdam	<input type="checkbox"/> Antwerp	<input type="checkbox"/> Athens	<input type="checkbox"/> Augsburg	<input type="checkbox"/> Avignon		
<input type="checkbox"/> Baden-Baden	<input checked="" type="checkbox"/> Barcelona	<input type="checkbox"/> Basel	<input type="checkbox"/> Belfast	<input type="checkbox"/> Belgrade	<input type="checkbox"/> Bergen	<input type="checkbox"/> Berlin	<input type="checkbox"/> Bern		
<input checked="" type="checkbox"/> Bilbao	<input type="checkbox"/> Birmingham	<input type="checkbox"/> Bologna	<input type="checkbox"/> Bonn	<input type="checkbox"/> Bordeaux	<input type="checkbox"/> Bratislava	<input type="checkbox"/> Bregenz	<input type="checkbox"/> Bremen		
<input type="checkbox"/> Bristol	<input type="checkbox"/> Bruges	<input type="checkbox"/> Brussels	<input checked="" type="checkbox"/> Budapest	<input type="checkbox"/> Cagliari	<input type="checkbox"/> Cardiff	<input type="checkbox"/> Cologne	<input type="checkbox"/> Copenhagen		
<input checked="" type="checkbox"/> Cordoba	<input type="checkbox"/> Cork	<input type="checkbox"/> Cracow	<input type="checkbox"/> Dijon	<input type="checkbox"/> Dresden	<input type="checkbox"/> Dublin	<input type="checkbox"/> Dubrovnik	<input type="checkbox"/> Düsseldorf		
<input type="checkbox"/> Edinburgh	<input type="checkbox"/> Eisenstadt	<input checked="" type="checkbox"/> Florence	<input type="checkbox"/> Frankfurt	<input type="checkbox"/> Freiburg	<input type="checkbox"/> Funchal (Madeira)	<input checked="" type="checkbox"/> Geneva	<input type="checkbox"/> Genua		
<input type="checkbox"/> Ghent	<input type="checkbox"/> Gijón	<input type="checkbox"/> Girona	<input type="checkbox"/> Glasgow	<input type="checkbox"/> Göteborg	<input type="checkbox"/> Granada	<input type="checkbox"/> Graz	<input type="checkbox"/> Hamburg		
<input type="checkbox"/> Hannover	<input type="checkbox"/> Heidelberg	<input type="checkbox"/> Helsinki	<input type="checkbox"/> Innsbruck	<input type="checkbox"/> Istanbul	<input type="checkbox"/> Jersey	<input type="checkbox"/> Jyväskylä	<input type="checkbox"/> Karlsruhe		
<input type="checkbox"/> Klagenfurt	<input type="checkbox"/> La Coruña	<input type="checkbox"/> Lausanne	<input type="checkbox"/> Leipzig	<input type="checkbox"/> Linz	<input type="checkbox"/> Lisbon	<input type="checkbox"/> Liverpool	<input type="checkbox"/> Ljubljana		
<input checked="" type="checkbox"/> London	<input type="checkbox"/> Lübeck	<input type="checkbox"/> Lucerne	<input type="checkbox"/> Luxembourg City	<input type="checkbox"/> Lyon	<input checked="" type="checkbox"/> Madrid	<input type="checkbox"/> Malmö	<input type="checkbox"/> Manchester		
<input type="checkbox"/> Mannheim	<input type="checkbox"/> Maribor	<input checked="" type="checkbox"/> Marseille	<input type="checkbox"/> Metz	<input type="checkbox"/> Milan	<input type="checkbox"/> Montpellier	<input type="checkbox"/> Montreux	<input type="checkbox"/> Mulhouse		
<input type="checkbox"/> Munich	<input type="checkbox"/> Münster	<input type="checkbox"/> Nancy	<input type="checkbox"/> Nantes	<input type="checkbox"/> Nice	<input type="checkbox"/> Nottingham	<input type="checkbox"/> Novi Sad	<input type="checkbox"/> Nürnberg		
<input type="checkbox"/> Olomouc	<input type="checkbox"/> Oostende	<input type="checkbox"/> Opatija	<input type="checkbox"/> Oslo	<input type="checkbox"/> Oulu	<input type="checkbox"/> Padua	<input type="checkbox"/> Palma de Mallorca	<input type="checkbox"/> Pardubice		
<input checked="" type="checkbox"/> Paris	<input type="checkbox"/> Porto	<input type="checkbox"/> Potsdam	<input checked="" type="checkbox"/> Prague	<input type="checkbox"/> Regensburg	<input type="checkbox"/> Reims	<input type="checkbox"/> Reykjavik	<input type="checkbox"/> Rijeka		
<input checked="" type="checkbox"/> Rome	<input type="checkbox"/> Rostock	<input type="checkbox"/> Rotterdam	<input checked="" type="checkbox"/> Salzburg (City)	<input type="checkbox"/> San Sebastian	<input type="checkbox"/> Santa Cruz de Tenerife	<input type="checkbox"/> Santiago de Compostela	<input type="checkbox"/> Saragossa		
<input type="checkbox"/> Seville	<input type="checkbox"/> Sintra	<input type="checkbox"/> Split	<input type="checkbox"/> St. Etienne	<input type="checkbox"/> St. Gallen	<input type="checkbox"/> St. Pölten	<input type="checkbox"/> Stockholm	<input type="checkbox"/> Stuttgart		
<input type="checkbox"/> Tallinn	<input type="checkbox"/> Tampere	<input type="checkbox"/> Tarragona	<input type="checkbox"/> The Hague	<input type="checkbox"/> Toulouse	<input type="checkbox"/> Trier	<input type="checkbox"/> Tromsø	<input type="checkbox"/> Trondheim		
<input type="checkbox"/> Turin	<input type="checkbox"/> Turku	<input type="checkbox"/> Uppsala	<input type="checkbox"/> Valencia	<input type="checkbox"/> Valletta (Malta)	<input checked="" type="checkbox"/> Venice	<input checked="" type="checkbox"/> Verona	<input checked="" type="checkbox"/> Vicenza		
<input checked="" type="checkbox"/> Vienna	<input type="checkbox"/> Vilnius	<input type="checkbox"/> Warsaw	<input type="checkbox"/> Weimar	<input type="checkbox"/> Würzburg	<input type="checkbox"/> York	<input type="checkbox"/> Zagreb	<input checked="" type="checkbox"/> Zurich		

Destination

Barcelona



Benchmarking partners

Available information

- ☐ Arrivals in all paid forms of accommodation establishments in city area only
- ☐ Arrivals in hotels and similar establishments in city area only
- ☐ Bednights in all paid forms of accommodation establishments in city area
- ☒ Bednights in hotels and similar establishments in city area only

Year

2006 ▼

OK

... and media values are calculated by the system ...

[woeber] Mr. Karl Wöber (Supervisor)

Deutsch 

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City tourism statistics compiled by European Cities Tourism
Destination: Barcelona
Information: Bednights in hotels and similar establishments
Period: 2006

Market	Barcelona		Benchmarking cities (1)		
	absolute	+/-	% p.y.	% p.y. (2)	Number (3)
Austria	108.904	39.046	55,9	5,5	9
Belgium	252.465	39.342	18,5	9,7	9
Czech Rep.	26.533	12.786	93,0	8,0	7
Denmark	130.387	30.695	30,8	0,1	9
Finland	116.907	33.675	40,5	3,9	9
France	838.203	185.769	28,5	5,8	9
Germany	799.671	174.753	28,0	-1,4	9
Greece	90.159	35.887	66,1	10,2	8
Ireland Rep	222.298	43.455	24,3	-3,7	9
Italy	1.323.630	320.234	31,9	-0,1	10
Luxembourg	13.043	-1.609	-11,0	3,9	8
Netherlands	500.788	99.623	24,8	1,7	9
Norway	153.851	57.529	59,7	8,8	8
Poland	39.220	11.110	39,5	6,4	7
Portugal	204.323	55.408	37,2	4,6	9
Russia	91.918	44.023	91,9	22,4	7
Spain	3.298.453	313.757	10,5	11,4	9
Sweden	227.750	62.692	38,0	2,5	9
Switzerland	217.354	42.926	24,6	4,4	8
United Kingdom	1.652.219	161.626	10,8	1,7	9
Europe	10.657.824	1.865.739	21,2	6,5	8
United States	955.890	116.141	13,8	7,0	9
America	1.561.182	249.067	19,0	11,2	8

The evaluation of trends and performance is also supported by the system ...

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City tourism statistics compiled by European Cities Tourism
Information: Bednights in all paid forms of accommodation establishments
Period: 1998 - 2006

Period	Tarragona			Benchmarking cities (1)		
	absolute	% p.y.	Index	% p.y. (2)	Index	Number (3)
1998	569.135		100	4,1	100	90
1999	794.741	39,6	139	3,5	103	95
2000	804.950	1,3	141	5,2	108	98
2001	892.447	10,9	156	-0,2	108	98
2002	902.585	1,1	158	-0,2	108	93
2003	777.037	-13,9	136	1,1	109	90
2004	971.180	25,0	170	6,4	116	82
2005	1.215.215	25,1	213	5,9	123	65
2006	1.341.492	10,4	235	6,6	131	59

(1) = Aachen, Aarhus, Aix-en-Provence, Amsterdam, Antwerp, Athens, Augsburg, Baden-Baden, Barcelona, Basel, Belgrade, Bergen, Berlin, Bern, Bilbao, Bologna, Bonn, Bratislava, Bregenz, Bremen, Bruges, Brussels, Budapest, Cagliari, Cardiff, Cologne, Copenhagen, Dijon, Dresden, Dublin, Dubrovnik, Düsseldorf, Edinburgh, Eisenstadt, Florence, Frankfurt, Freiburg, Geneva, Genua, Ghent, Gijón, Graz, Göteborg, Hamburg, Hannover, Heidelberg, Helsinki, Innsbruck, Jersey, Karlsruhe, Klagenfurt, La Coruna, Lausanne, Leipzig, Linz, Lisbon, Ljubljana, London, Lucerne, Luxembourg City, Lyon, Lübeck, Madrid, Malmö, Mannheim, Milan, Montpellier, Munich, Münster, Nice, Nottingham, Novi Sad, Nürnberg, Olomouc, Oslo, Padua, Pardubice, Paris, Porto, Potsdam, Prague, Regensburg, Reykjavik, Rome, Rostock, Rotterdam, Salzburg (City), San Sebastian, Saragossa, Seville, Sintra, Split, St. Etienne, St. Gallen, St. Pölten, Stockholm, Stuttgart, Tallinn, Tampere, Tarragona, Trier, Turin, Turku,

... and also illustrated by graphs

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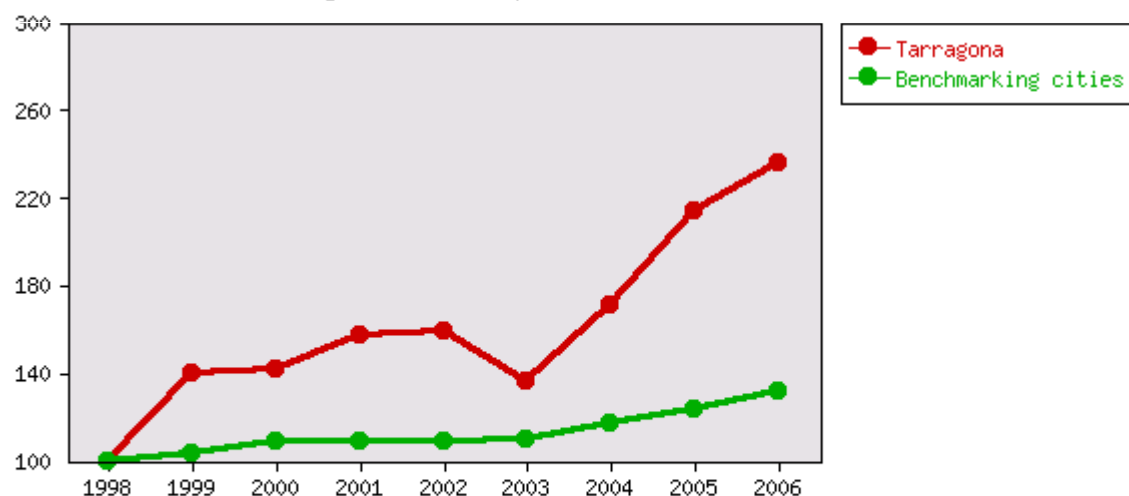
City tourism statistics compiled by European Cities Tourism
 Information: Bednights in all paid forms of accommodation establishments
 Period: 1998 - 2006

Period	Tarragona			Benchmarking cities (1)		
	absolute	% p.y.	Index	% p.y. (2)	Index	Number (3)
1998	569.135		100	4,1	100	90
1999	794.741	39,6	139	3,5	103	95
2000	884.858	11,3	155	5,8	108	98



= [Close](#)

Sign and domestic Bednights in all paid forms of accommodation establishments



Executive summaries building on information from different data sources make the heterogeneity of tourism statistics transparent

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8-2007 <> 10-2007

City tourism in Europe

January - September 2007 in +/- % (1)

	Foreign	Domestic	Total	(2)
Bednights	5,1 ↓	6,7 ↓	4,7 ↓	29/29/30
Arrivals	6,0 ↓	6,8 ↓	7,0 ↓	26/26/28

Performance of Cities in Europe

Bednights: January - September 2007

	(4)	absolute	% p.y.
Berlin	NA	13.105.192	9,8 ↓
Munich	NG	7.125.930	7,3 ↓
Hamburg	NA	5.635.310	4,4 ↓
Budapest	NA	4.705.689	-0,1 ↑
Stockholm	NA	4.261.235	5,0 ↑
Copenhagen	NA	3.656.354	4,0 ↓
Valencia	NG	2.689.884	14,8 ↓
Zurich	NA	2.627.283	7,9 ↓
Dresden	NA	2.522.685	-3,2 ↓
Göteborg	NGS	2.483.762	3,5 ↑
Helsinki	NA	2.290.012	9,2 ↓
Salzburg (City)	NA	1.647.876	-4,3 ↓
Dubrovnik	NA	1.630.537	0,9 ↑
Nürnberg	NA	1.570.100	0,4 ↑
Bratislava	NA	1.129.288	4,2 ↑
Bergen	NG	1.100.276	4,2 ↓
Innsbruck	NA	1.000.060	3,8 ↓
Belgrade	NGS	987.524	19,0 ↓
Bilbao	NG	872.325	3,3 ↓
...

Development during the last 12 months

Domestic + Foreign	Arrivals	Bednights	(3)
September 2007	1,9	2,5	28/30
August 2007	7,6	6,2	34/35
July 2007	6,6	4,6	37/39
June 2007	8,4	5,5	37/40
May 2007	2,0	1,7	38/41
April 2007	4,7	4,5	38/41
March 2007	8,7	7,9	40/43
February 2007	7,7	8,6	41/43
January 2007	7,4	6,6	41/43
December 2006	9,9	10,3	43/45
November 2006	8,7	7,7	43/45
October 2006	3,5	5,2	44/46

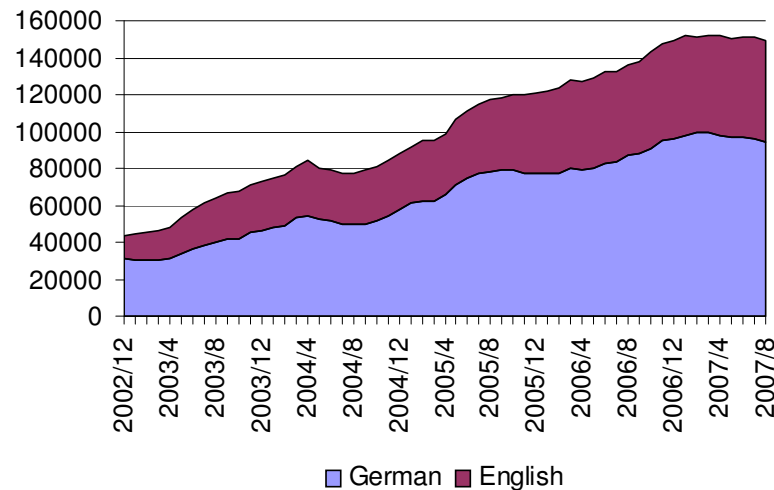
Trends in Important Markets

January - September 2007

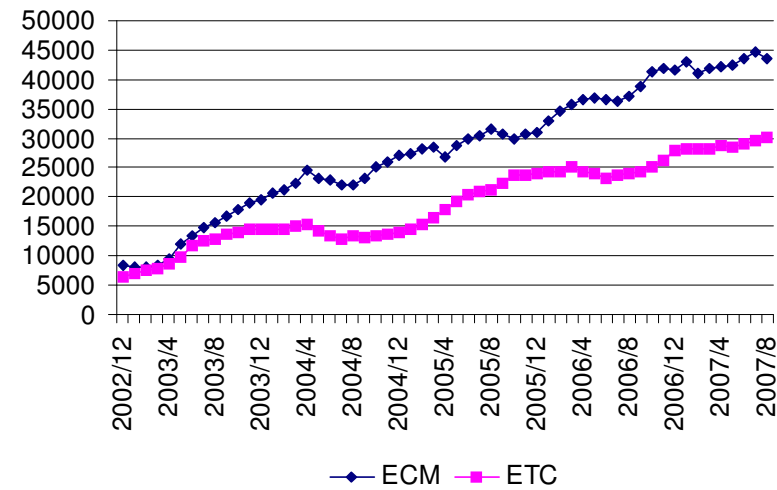
Market	Arrivals	Bednights	(3)
France	0,9 ↓	2,1 ↓	25/28
Germany	5,2 ↓	3,1 ↓	25/28
United Kingdom	2,3 ↑	-1,3 ↑	24/28
Italy	4,8 ↓	2,0 ↑	25/28
Netherlands	6,0 ↓	3,5 ↑	25/28
Spain	13,4 ↓	10,1 ↓	25/28
Sweden	1,3 ↓	4,0 ↓	23/26
Europe	6,1 ↓	5,0 ↓	24/26
United States	0,3 ↑	2,9 ↑	24/27
Japan	-7,0 ↑	-7,9 ↑	23/26

Number of inquiries to TourMIS

Total 2002 - 2007



2007: 150,000 (ø 12,500 p. month); 64% German, 36% English

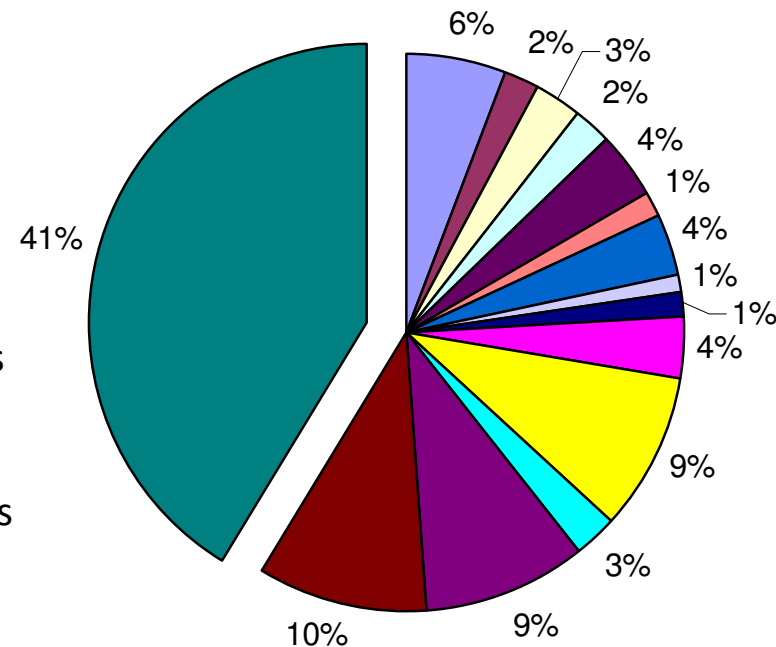


ECM 2007: 41,700 (ø 3,500 p. month); 40% German, 60% English

ETC 2007: 27,900 (ø 2,300 p. month); 34% German, 66% English

Origin of Users

11,900 registered users
(12/2007)
approx. 1,500 active
during the last 6 months



- | | |
|---|---------------------------------------|
| ■ National Tourism Organization | ■ Provincial Tourism Organization |
| ■ City Tourism Organization | ■ Other Regional Tourism Organization |
| ■ Accommodation supplier | ■ Food or beverage supplier |
| ■ Tour operator and travel agencies | ■ Transportation industry |
| ■ Culture-, sport- or other leisure supplier | ■ Other tourism supplier |
| ■ Consultancy company | ■ Public authority, association |
| ■ Other organizations/companies | ■ Private person |
| ■ Universities, schools, other educational services | |

Conclusions

- TourMIS enables a dialogue among key players and support the harmonization of terms and definitions
- Opening secondary statistics to the public (in a for manager readable form) empowers the small and medium sized tourism industry
- TourMIS increases the usage of management science models by linking management and scientists' interests

Examples for Research Questions

- How to (automatically) generate forecasts of tourism demand and communicate these findings to the tourism managers?
- How can we benchmark destinations facing a dynamic environment with multiple inputs & outputs and heterogenous data?
- How to detect unforeseen relationships and trends in the database?

Thank you! Any questions?

Karl Wöber

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MODUL University Vienna
Department of Tourism and Hospitality Management

