

# Introducing



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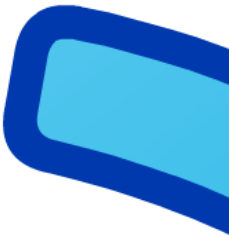
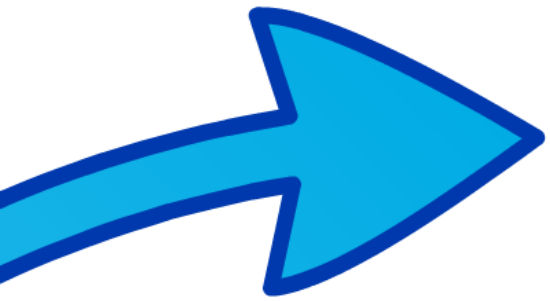


**citytourismbenchmark.com**



powered by MODUL Research Vienna

# User-friendliness



# Actionable intelligence



Wide range of benchmarking possibilities







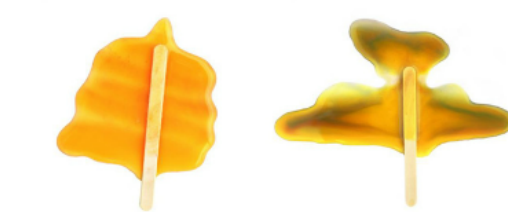
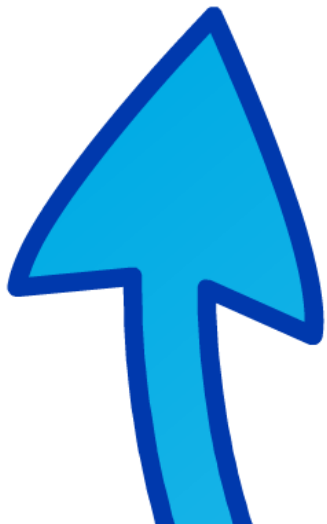


# Fresh data





Fresh data



# Forecasts







# Nice extra's



# Free of charge for ECM members





## Chart Generation

### 1. Choose data type

Bednights  Arrivals  Economic Indicators  Capacity  Occupancy

### 2. Choose time period

Select time unit:  Yearly  Monthly  
Select data range:  One time  Compare two times  
Indicate data range: From: 2009 To: 2012  include forecast

### 3. Choose benchmark reference

Customized Benchmarks  Predefined Benchmarks

Destinations:

Aachen  
Aarhus  
Aix-en-Provence  
Amsterdam  
Ankara  
Antwerp  
Athens  
Augsburg  
Avignon  
Vienna

Markets:

Total foreign and do  
Total domestic  
China  
France  
Germany  
Italy  
Japan  
Russia  
Spain  
Total foreign

### Final. Select type of graph

- Average nominal value
- Nominal value (line chart)
- Index of nominal values
- Nominal value
- Nominal change
- Percentage change
- Average percentage change
- Average nominal change

## Chart Display


Nothing to display...

## Chart Data Display

Nothing to display...

## Chart Generation

1. Choose data type

 [Bednights](#)  [Arrivals](#)  [Economic Indicators](#)  [Capacity](#)  [Occupancy](#)

2. Choose time period

<b>Select time unit:</b>	<b>Select data range:</b>	<b>Indicate data range:</b>	
<a href="#">Yearly</a>	<a href="#">One time</a>	From: <input type="text" value="2009"/>	<input checked="" type="checkbox"/> include forecast
<a href="#">Monthly</a>	<a href="#">Compare two times</a>	To: <input type="text" value="2012"/>	
	<a href="#">A period</a>		

3. Choose benchmark reference

## Chart Generation

### 1. Choose data type

### 2. Choose time period

**Select time unit:**    
**Select data range:**     
**Indicate data range:** From: 2009  To: 2012   include forecast

### 3. Choose benchmark reference

Destinations:

Aachen  Vienna

Markets:

Total foreign and do  Total domestic

## 2. Choose time period

Select time unit:

Yearly

Monthly

Select data range:

One time

Compare two times

A period

Indicate data range:

From:

2009

include forecast

To:

2012

Ok

## 3. Choose benchmark reference



Customized Benchmarks



Predefined Benchmarks

Destinations:

Aachen		Vienna
Aarhus		
Aix-en-Provence		
Amsterdam	>	
Ankara	>>	
Antwerp		
Athens	<<	
Augsburg		
Avignon	<	

Markets:

Total foreign and do		Total foreign
Total domestic		
China		
France	>	
Germany	>>	
Italy		
Japan	<<	
Russia		
Spain	<	

Ok

Reset

## Final. Select type of graph

- Average nominal value
- Nominal value (line chart)
- Index of nominal values
- Nominal value
- Nominal change
- Percentage change



Names

- Aix-en-Provence
- Amsterdam
- Ankara
- Antwerp
- Athens
- Augsburg
- Avignon

>

>>

<<

<

Total domestic

- China
- France
- Germany
- Italy
- Japan
- Russia
- Spain

>

>>

<<

<

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*Final. Select type of graph*

- Average nominal value
- Nominal value (line chart)
- Index of nominal values
- Nominal value
- Nominal change
- Percentage change
- Average percentage change
- Average nominal change

 Display chart

---

## Chart Display

Nothing to display...

---

## Chart Data Display

Nothing to display...

- Average nominal value
- Nominal value (line chart)
- Index of nominal values
- Nominal value
- Nominal change
- Percentage change
- Average percentage change
- Average nominal change

 Display chart

---

## Chart Display

Nothing to display...

---

## Chart Data Display

Nothing to display...

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## Chart Generation

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Bednights  Arrivals  Economic Indicators  Capacity  Occupancy

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Customized Benchmarks  Predefined Benchmarks

Destinations:

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Aarhus  
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Antwerp  
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Markets:

Total foreign and do  
Total domestic  
China  
France  
Germany  
Italy  
Japan  
Russia  
Spain  
Total foreign

### Final. Select type of graph

- Average nominal value
- Nominal value (line chart)
- Index of nominal values
- Nominal value
- Nominal change
- Percentage change
- Average percentage change
- Average nominal change

## Chart Display

Nothing to display...

## Chart Data Display

Nothing to display...



# The charts

Time selection

- Monthly
- Annual



# Time selection

- Monthly
- Annual

## Benchmark reference

- Individual cities and markets
- Predefined benchmarks



- **One time period** (e.g. one month or one year)
- **A period** (e.g. between 2004-2005, between January 2005-June 2006)
- **Compare two time periods** (e.g. 2001 and 2005)

# Benchmark reference

- Individual cities and markets
- Predefined benchmarks

## Chart selection

- Index of nominal values
- Market-share in percentage
- Nominal value
- and much more!

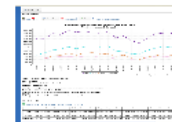


**Premier league**  
**Second division**  
**Metropolis cities**  
**Customized benchmark groups**

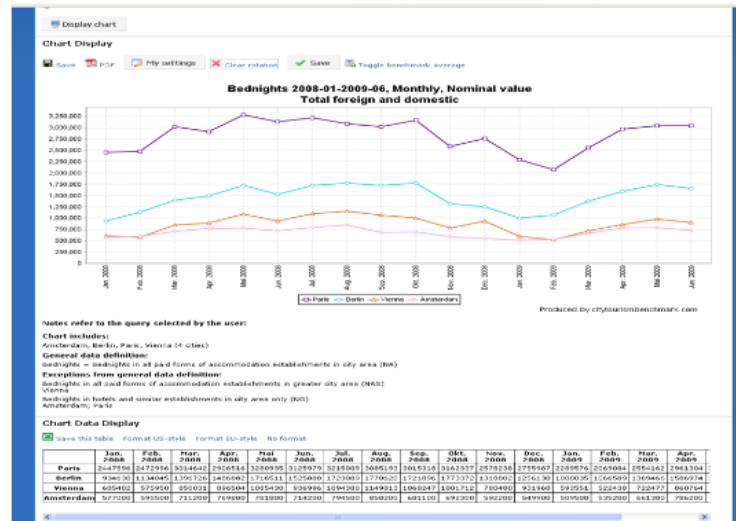
# Chart selection

- Index of nominal values
- Market-share in percentage
- Nominal value
- and much more!

Chart display



# Chart display



## Footnotes

Notes refer to the query selected by the user:  
**Chart includes:**  
 Amsterdam, Berlin, Paris, Vienna (4 cities)  
**General data definition:**  
 bednights = bednights in all paid forms of accommodation establishments in city area (NA)  
 Exceptions from general data definition:  
 bednights in all paid forms of accommodation establishments in greater city area (NA5)  
 Vienna  
 bednights in hotels and similar establishments in city area only (NA3)  
 Amsterdam, Paris

**Footnotes:**  
 Amsterdam (NA3/NA5/NA6/NA7/NA8/NA9/NA10/NA11/NA12/NA13/NA14/NA15/NA16/NA17/NA18/NA19/NA20)  
 Berlin (NA3/NA5/NA6/NA7/NA8/NA9/NA10/NA11/NA12/NA13/NA14/NA15/NA16/NA17/NA18/NA19/NA20)  
 Paris (NA3/NA5/NA6/NA7/NA8/NA9/NA10/NA11/NA12/NA13/NA14/NA15/NA16/NA17/NA18/NA19/NA20)  
 Vienna (NA3/NA5/NA6/NA7/NA8/NA9/NA10/NA11/NA12/NA13/NA14/NA15/NA16/NA17/NA18/NA19/NA20)

**Benchmark average refers to all data series selected in the query.**

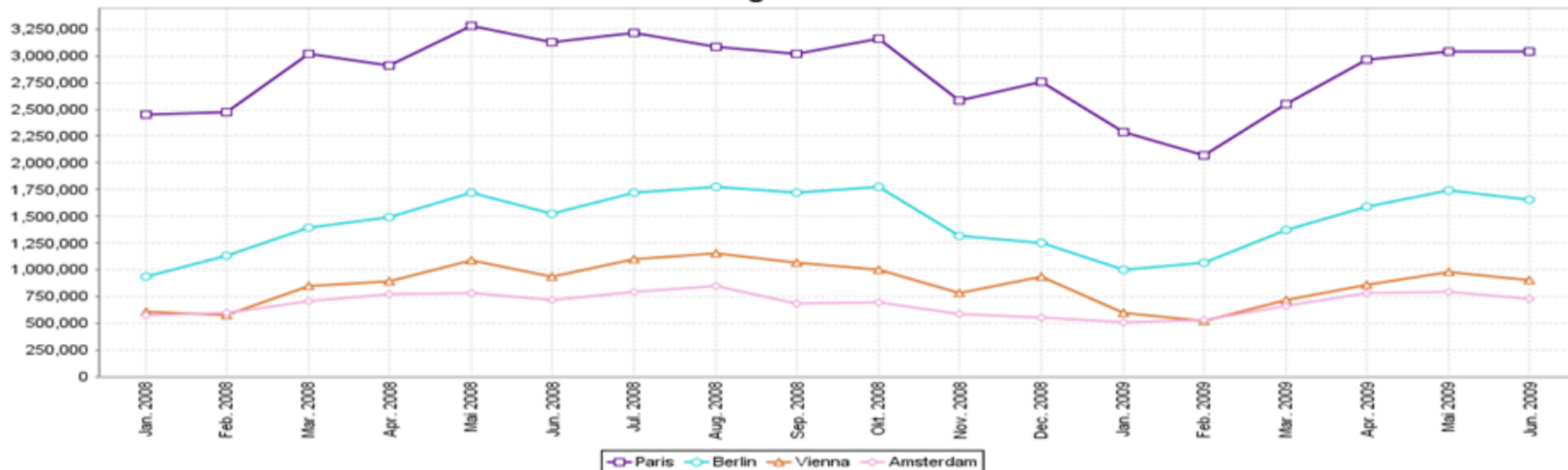


Display chart

### Chart Display

Save PDF My settings Clear rotation Save Toggle benchmark average

### Bednights 2008-01-2009-06, Monthly, Nominal value Total foreign and domestic



Produced by citytourismbenchmark.com

Notes refer to the query selected by the user:

#### Chart includes:

Amsterdam, Berlin, Paris, Vienna (4 cities)

#### General data definition:

Bednights = Bednights in all paid forms of accommodation establishments in city area (NA)

#### Exceptions from general data definition:

Bednights in all paid forms of accommodation establishments in greater city area (NAS)

Vienna

Bednights in hotels and similar establishments in city area only (NG)

Amsterdam; Paris

### Chart Data Display

Save this table Format US-style Format EU-style No format

	Jan. 2008	Feb. 2008	Mar. 2008	Apr. 2008	Mai 2008	Jun. 2008	Jul. 2008	Aug. 2008	Sep. 2008	Okt. 2008	Nov. 2008	Dec. 2008	Jan. 2009	Feb. 2009	Mar. 2009	Apr. 2009
<b>Paris</b>	2447596	2472996	3014642	2906516	3280935	3125979	3215009	3085193	3015318	3162337	2578238	2755987	2289576	2069084	2554162	2961304
<b>Berlin</b>	934630	1134045	1396726	1486882	1716511	1525888	1723089	1770620	1721896	1773372	1318802	1256130	1000035	1066589	1369466	1586974
<b>Vienna</b>	605402	575950	850031	896504	1085430	936996	1094380	1149813	1068247	1001712	780480	931960	593551	522438	722477	860764
<b>Amsterdam</b>	577000	595500	711200	769800	781800	714200	794500	850200	681100	692300	592200	549900	509500	535200	661300	786200

# Footnotes

**Notes refer to the query selected by the user:**

**Chart includes:**

Amsterdam, Copenhagen, Lisbon (3 cities)

**General data definition:**

Bednights = Bednights in all paid forms of accommodation establishments in city area (NA)

**Exceptions from general data definition:**

Bednights in all paid forms of accommodation establishments in greater city area (NAS)  
Copenhagen

Bednights in hotels and similar establishments in city area only (NG)  
Amsterdam; Lisbon

**Forecasts:**

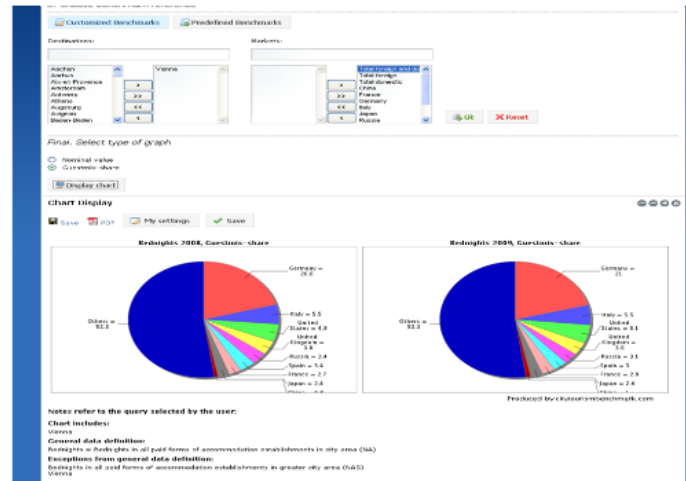
Amsterdam (2010/Nov-Dec, 2011/Jan-Dec); Copenhagen (2011/Jan-Dec); Lisbon (2010/Nov-Dec, 2011/Jan-Dec)

**Benchmark average refers to all destinations selected in the query.**

# Save and download

## the charts

- Save as png
- Save as a PDF



## the data

Save as  
excel file

## the query

Recreate the  
chart with the  
most updated  
data

# Forecasting

- Based on extrapolation techniques
- Exponential smoothing
- Ratio-to-moving averages decomposition and linear regression analysis



# Thank you!

The charts

Time selection  
- Month  
- Annual

