MU

AUSTRIA'S LEADING
INTERNATIONAL PRIVATE UNIVERSITY

Meetings Industry Benchmarking on TourMIS

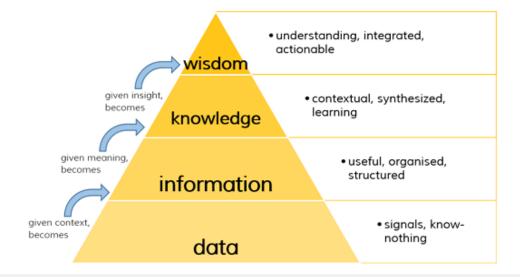Dr. Jason Stienmetz, TourMIS Workshop

08.09.2022

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

- **wisdom**: understanding, integrated, actionable
- given insight, becomes
- **knowledge**: contextual, synthesized, learning
- given meaning, becomes
- **information**: useful, organised, structured
- given context, becomes
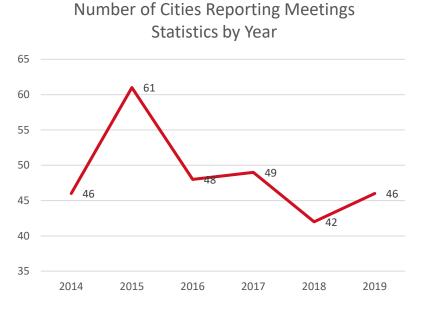- **data**: signals, know-nothing
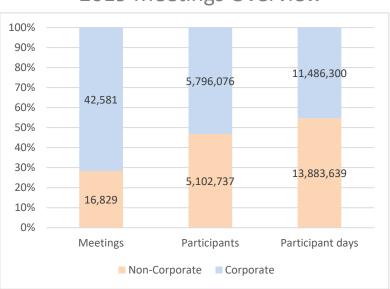
Increased Importance of MICE Data

- Performance and **Resilience** of Meetings Sector

- Tourism ecosystem competitiveness

- MICE contribution to COVID-19 economic recovery

- Impact of inflation and increased energy costs?

- 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
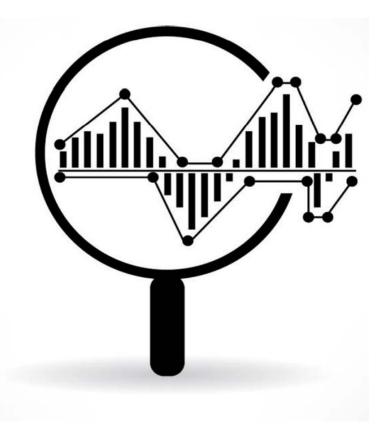- Annual Reports previously published by CityDNA

Number of Cities Reporting Meetings Statistics by Year

Year	Value
2014	46
2015	61
2016	48
2017	49
2018	42
2019	46

2019 Meetings Overview

	Non-Corporate	Corporate
Meetings	16,829	42,581
Participants	5,102,737	5,796,076
Participant days	13,883,639	11,486,300

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.

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

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

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

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 1 ⌄ - 6 ⌄ days and 10 ⌄ - max ⌄ pax

Year   2020 ⌄ - 2020 ⌄

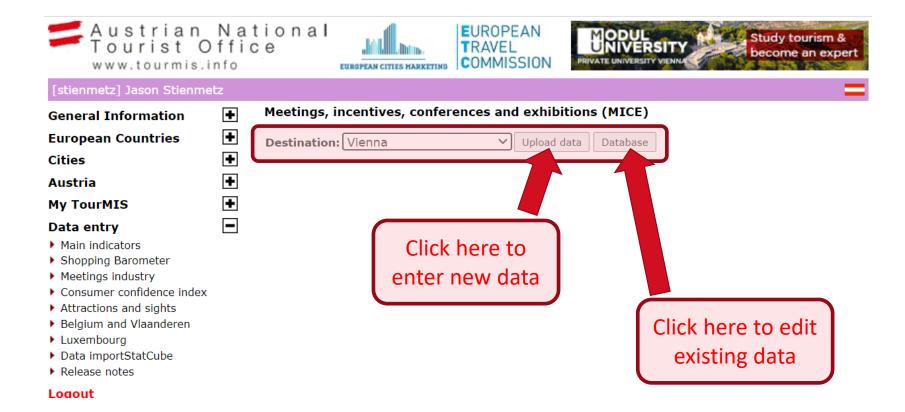**Values (%)** ☑ National and international ☑ Corporate and non-corporate ☑ All

OK

TourMIS MICE Data Entry Demo

TourMIS

MICE Data Entry

[stienmetz] Jason Stienmetz

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

Logout

Meetings, incentives, conferences and exhibitions (MICE)

Destination: Vienna ▾ Upload data Database

Click here to enter new data

Click here to edit existing data

Meetings, incentives, conferences and exhibitions (MICE)

User: Jason Stienmetz 25196 records [Access rights] [Database]

Excel Templates: Vers.1 - Vers.2 - Vers.3 - Vers.4 [**Manual**]

Vienna (VIE)	Corporate Events		Non-Corporate Events				
Year	National	International	National	International	Unspecified	Total	
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: [add to ∨] [2021 ∨]
[Choose File] No file chosen

Completeness of data (best possible estimate)   **in %**

Corporate events - national participants   [   ] %   [Save all]

Corporate events - international participants   [   ] %   [Save estimates]

Non-corporate events - national participants   [   ] %   [Return]

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	___ %	Save all
Corporate events - international participants	___ %	Save estimates
Non-corporate events - national participants	___ %	Return
Non-corporate events - international participants	___ %	
Note:		

Participating in TourMIS MICE is EASY

- Registration is required to access TourMIS (FREE)
- Special data entry privileges can be granted to MICE professionals
- Send an email to MICE@TOURMIS.INFO

New Participants Welcome

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Thank you for joining us!

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