



Analyzing Cultural Demand for European Destinations



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17th TourMIS Workshop

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Visitations to cultural sites

Initiative by various tourism organizations since 2001

Objectives:

- Increasing the availability of data for measuring the development of demand for cultural sites in Europe
- Standardizing the measurement of visitations to cultural sites
- Analyzing the relationship between tourism development and the demand for cultural attractions in a region

Several significant challenges:

- Definition of a cultural site/attraction
- How to measure visitations to cultural sites
- Classification of cultural attractions

TourMIS definition 'Site/cultural attraction'

'Sites' in TourMIS are *permanently available, spatially confined* establishments or attractions for visitors that can be experienced either by *paying an admission* or *for free*.

Akademie der Bildenden Künste, Gemäldegalerie Albertina Alpengarten - Belvedere Alt-Wiener Schnapsmuseum
Bezirksmuseum Döbling Botanischer Garten der Universität Wien Burgkapelle Burgtheater Donauturm
Erzbischöfliches Dom- und Diözesanmuseum Karlsplatz Gloriette Haus der Musik Haus des Meeres
Heeresgeschichtliches Museum Hermesvilla Museumsplatz Museum der Stadt Wien (Hauptgebäude)
Hofburg/Hofsilber und Tafelkammer Hofburg/Kaisertempel Karlsplatz Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Jüdisches Museum Kaisergruft (Kaiserhof) Karlsplatz Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Kunsthalle Wien Kunsthauseingang Kunsthauseingang Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Museumsquartier Lipizzanermuseum Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Angewandte Kunst Museum für Angewandte Kunst Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Museumsquartier Naturhistorisches Museum Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Art Cult Center Österr. Theatermuseum Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Anatomisches Bundesmuseum Planetarium Prater Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Riesenrad Römische Ruinen unter dem Hohen Markt Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Schmetterlingshaus (im Burggarten) Schönbrunn Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Secession Sigmund-Freud-Museum Spanische Hofreitschule Museumsplatz Hofburg/Schatzkammer Hundertwasserhaus
Katakomben, Turm) Technisches Museum Uhrenmuseum der Stadt Wien Wiener Kriminalmuseum Wiener
Staatsoper (Führungen) Zoom Kindermuseum (64 Wien)



Classification

- 19 forms of supply

- | | |
|---|--|
| 1 Museums or galleries | 11 Theatres |
| 2 Churches and Monasteries | 12 Operas |
| 3 Historic streets or hiking paths | 13 Concert Houses |
| 4 Castles, ruins or palaces | 14 Historic birth places or residential premises |
| 5 Adventure/amusement parks and exhibitions | 15 Zoos and other animal attractions |
| 6 Natural Parks and reserves | 16 Hot springs, spas and water sport sights |
| 7 Cablecars, elevators and similar | 17 Mines and caves |
| 8 Ferries and boat excursions | 18 Towers and viewing spots |
| 9 Company/premises exhibitions/Tours | 19 Memorial and cemeteries |
| 10 Historic train rides | |

- Self-assessment by the manager or by the researcher → each site needs to be assigned to exactly one of these categories

- 4 types of experiences:

(1) Entertainment (2) Culture (3) Tradition (4) Landscape and buildings → a site may be associated to multiple experiential categories

TourMIS: A Live Demo (1)



The CityDNA Shopping Barometer



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The CityDNA Shopping Barometer

Objectives:

- To shed light on the cost differences existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors
- The ultimate goal of the project is not to rank destinations according to their costliness, but to gain a deeper insight into visitors' perception of this aspect of their experience in a city
- Transparency → fundamental feature of this initiative
- All CityDNA members are encouraged to participate in this project

Challenges:

- What prices to collect?
- Comparability of services and prices

The CityDNA Shopping Barometer cont.

- Guidelines (Manual) – Prices should:
 - reflect the final price (i.e., include VAT and any tourist taxes)
 - refer to the regular price for individual's consumption (discounts for groups or special categories are not currently being investigated)
 - are collected from businesses in the city center
 - are collected in the local currency (for comparisons, TourMIS will convert prices into Euro using exchange rates for the respective year)
 - are collected at a specific time of the year, but refer to a one-year period
- The shopping bundle covers the main service categories required by tourists at the destination

The CityDNA Shopping Barometer cont.

Local transport	Taxi from airport to city centre (1 person including luggage)	If the city has more than one airport, the researcher has to select the airport recognized as the one where the majority of international guests arrive. The name of the airport has to be specified in the notes.
	Train from airport to city centre (1 ticket, 2nd class) OR public transport bus from the airport to the city center (1 ticket, regular)	
	1 day ticket for the local public transport	
Food and Beverage	Price for a business lunch of 3 courses, no drinks, in the restaurant of a 4-star hotel in the city centre	The restaurant can be part of one of the hotels contacted for the room rates.
	Price for a dinner of 3 courses, no drinks, in the restaurant of a 4-star hotel in the city centre	
	Price of a classic pizza, Margherita with 2 toppings, for 1 person	Price collected at a Pizza Hut in the city centre
	A Coke, 0,33 l, in a Pizza Hut restaurant in the city centre	If a 0,33 l Coke is not available, the price should refer to a medium size Coke (or other soft-drink).
	A Beer, 0,33 l, in a Pizza Hut restaurant in the city centre	If a 0,33 l beer is not available, the price should refer to a medium size beer.
	Big Mac meal at McDonalds in the city center	The price refers to a Big Mac menu, including 1 Big Mac, french fries and one drink at a regular price (no special offers)
	Espresso in the lobby bar of a 4-star hotel	The bar can be part of one of the hotels contacted for the room rates.
Entertainment	Regular price for 1 ticket for the opera, 1 adult, no reductions.	The opera should be a classical piece. The seat should be in the parterre, 5th row in the middle.
	Regular price for 1 ticket for a classical concert, 1 adult, no reductions.	
	Regular price for the entrance to the biggest/main museum (permanent collection), for 1 adult, no reductions.	The seat should be in the parterre, 5th row in the middle. If the concert takes place in different venues, select the price which represents the average between the different venues.
	Regular price of 1 ticket for the hop-on hop-off sightseeing bus, 1 adult, no reductions	The price should refer to the regular entrance fee and should not be collected on days with special offers.
	Zoo, entrance of 1 adult, no reductions.	If the hop-on hop-off bus is not available, another similar sightseeing tour (e.g. tourist train) can be used and specified in the notes. If the zoo is not available a similar attraction can be used (e.g. Tropicario, Mini Europe).

TourMIS: A Live Demo (2)

Please get in touch with us if you
are interested in these projects!
Thank you!