



Part IV Next Steps of Development

 Austrian National
Tourist Office
www.tourmis.info



17th TourMIS Workshop

September 8, 2022

Possible Extensions

- Use of APIs for data import
- Trend analysis of CO2 emissions
- Trend analysis of seasonality

- Suggestions for additional tables or visualizations are welcome!

Big Projects:

- Sharing data on tourism expenditures
- Forecasting

APIs

- Import of data from national or local statistic offices
- Update of Eurostat API
- Make use of other APIs (e.g. inflation, exchange rates, weather data)
- Develop charts for benchmarking purposes for ETC and CityDNA members' homepages or dashboards
 - Individual destination vs other destinations
- Add other sources to TourMIS API: CO2, MICE, attractions, ...

Possible Extensions

- Use of APIs for data import
- **Trend analysis of CO2 emissions**
- **Trend analysis of seasonality**

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Proposing new tables

Drafting a new table

Example: Average length of stay

Suggested label of table: Average length of stay in one ETC destination ¶

Destination = <to be selected> ¶

Type of Accommodation = <to be selected> ¶

Period = mm1/yy1 - mm2/yy2 <to be selected> ¶

¶

¶	Arrivals¶			Bednights¶			Avg-Length-of-Stay¶		¶
¶	mm1/yy1¶ -¶ mm2/yy2¶ (absolute)¶	mm1/(yy1-1)¶ -¶ mm2/(yy2-1)¶ (absolute)¶	%p.y.¶	mm1/yy1¶ -¶ mm2/yy2¶ (absolute)¶	mm1/(yy1-1)¶ -¶ mm2/(yy2-1)¶ (absolute)¶	%p.y.¶	mm1/yy1¶ -¶ mm2/yy2¶ (days)¶	mm1/(yy1-1)¶ -¶ mm2/(yy2-1)¶ (days)¶	¶
Market-A¶	¶	¶	¶	¶	¶	¶	¶	¶	¶
...¶	¶	¶	¶	¶	¶	¶	¶	¶	¶
Market-Z¶	¶	¶	¶	¶	¶	¶	¶	¶	¶

Submit to tourmis@modul.ac.at or karl.woeber@modul.ac.at

Sharing data on tourism expenditures

1. Aim: Monitoring and comparing the daily expenditures of all and individual markets (domestic plus 59 foreign markets) for destinations who perform **visitor surveys**
2. Focus: Average daily expenditures of tourists (excluding transportation to the destination) broken down by
 - accommodation
 - food and beverages
 - entertainment
 - shopping
 - local transportation
 - other
3. Developing an econometric model which allows to estimate the direct economic contribution of tourism even if there is very little (or no) data available for a particular destination

Forecasting

Quantitative (statistical) forecasting

- Econometric approaches
- Time-series techniques (e.g. **linear regression, decomposition and extrapolation**) used in the ECM Benchmarking report

Qualitative (judgmental) forecasting

Combining quantitative and qualitative (hybrid) forecasting

- builds on the complementary strengths and weaknesses of quantitative and qualitative forecasting methods
- **“My best estimate”** on TourMIS

Thank you very much!

18:00	Transfer to Motel One Wien-Westbahnhof (for delegates not registered for our dinner event) or to restaurant <u>Weingut Heuriger Muth</u>.
18:30	Dinner at Weingut Heuriger Muth. Transfer back to the hotel at 22:00.