



# Analyzing Cultural Demand for European Destinations



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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

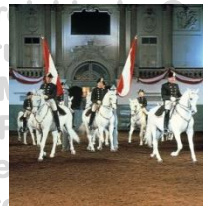
## Several significant challenges:

- 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 Hofburg/Schatzkammer Hundertwasserhaus  
Jüdisches Museum Kaisergruft (Kaiserhof) Kärntnerplatzpark Leopoldstadt  
Kunsthalle Wien Kunsthaus Wien Kunsthaus Graz Landesmuseum Wien (Hauptgebäude) Künstlerhaus Leopold Museum (im  
Museumsquartier) Lipizzanermuseum Marmorsaal Musikinstrumentenmuseum Museumsplatz  
Angewandte Kunst Museum für Naturgeschichte Neue Burg Österreichische Nationalbibliothek  
Museumsquartier) Naturhistorisches Museum Österreichische Nationalbibliothek Palais Harrach Pathologisch-  
Art Cult Center Österr. Theatermuseum Österreichische Nationalbibliothek Rathaus (Führungen)  
Anatomisches Bundesmuseum Planetarium Prater Riesenrad Römische Ruinen unter dem Hohen  
Schmetterlingshaus (im Burggarten) Schönbrunn Schloss Schönbrunn/Schauräume  
Secession Sigmund-Freud-Museum Spanische Hofreitschule (Führungen + Training) Stephansdom (Dom,  
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

Please get in touch with us if you  
are interested in this project!  
Thank you!



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