



# 19th TourMIS Users' Workshop & International Seminar

Sustainable Tourism Indicators: Data-Driven Strategies for Destinations

Vienna, 12-13 September

## Programme

CITY  
DESTINATIONS  
ALLIANCE

**M**ODUL  
**U**NIVERSITY  
PRIVATE UNIVERSITY VIENNA

EUROPEAN  
TRAVEL  
COMMISSION

# TourMIS Users' Workshop & International Seminar 2024

Dear Delegate,

We are pleased to welcome you to this two-day event organised jointly by the European Travel Commission (ETC), Modul University Vienna and City Destinations Alliance (CityDNA). We believe that the topics carefully selected for these events are of great importance for most tourism organisations and the European tourism industry at large.

The evaluation and monitoring of marketing activities is a vital step in helping tourism managers to develop marketing strategies. Nowadays, technology provides valuable support to facilitate the performance of complex analyses and TourMIS, the leading tourism marketing information system in Europe, effectively serves this aim. By attending the workshop on the first day, led by Professor Karl Wöber, founder of TourMIS, participants will learn how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports.

The international seminar on day 2 will be led by ETC with the topic 'Sustainable Tourism Indicators: Data Driven Strategies for Destinations'. As sustainability becomes a focal point in the tourism industry, understanding and utilizing sustainability frameworks is crucial for destination managers. The analysis of tourism data through these frameworks assists in assessing and improving the sustainability of destinations and tourism practices. The seminar aims to increase the use of these frameworks among destination managers, enhancing their ability to make informed decisions. Ultimately, this will help generate more value in the places they represent, making cities, regions and countries more enjoyable places to both live and visit. Key topics will include getting an overview of existing sustainable tourism indicator frameworks, learning from existing practical applications by destination managers, and the creation of a new EU competence centre for green and digital destinations. The day will end with a UN Tourism – ETC DataLab workshop, seeing how the private sector can collaborate with DMOs to provide innovative solutions to collecting sustainability data.

Both days have been planned to encourage the active participation of delegates in the program. We look forward to meeting you for a motivating and challenging few days in Vienna!



**Karl Wöber**  
Modul University  
Vienna



**Eduardo Santander**  
European Travel  
Commission



**Barbara Jamison-  
Woods**  
City Destinations Alliance

Sponsored by:





# Meeting Venue



Austria is located in the heart of Europe. The capital, Vienna, enjoys a moderate and mild climate with summer temperatures ranging from 20 to 30°C. For more information, visit the website of the Vienna Tourist Board: <http://www.wien.info/en>

The venue for the events is Modul University Vienna (MU Vienna), which is located on top of Kahlenberg offering a marvellous view over the city.

The seminar rooms at MU Vienna are equipped with IT facilities and free wireless internet connection. Since 2007, MU Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA, and PhD study programs) in the areas of international management, data science, public governance, sustainable development, and tourism and hospitality management.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus, offering a truly multicultural, international study environment. All study programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily workflow. The choice of an environmentally friendly venue as MU Vienna contributes to green the events.

## Conference Hotel

Motel One Wien-Westbahnhof  
Europaplatz 3,  
1150 Vienna, Austria  
Tel: +43 (0) 1 359 35-0  
wien-westbahnhof@motel-one.com  
[www.motel-one.com](http://www.motel-one.com)

## Conference Location

Modul University Vienna  
Am Kahlenberg 1  
1190 Vienna Austria  
<http://www.modul.ac.at>

## Local Contact

Gaukhar Chekembayeva,  
Assistant Professor/Senior Lecturer  
[gaukhar.chekembayeva@modul.ac.at](mailto:gaukhar.chekembayeva@modul.ac.at)

Katrin Malcheva,  
Team Assistant Event and Facility  
Management  
[Katrin.malcheva@modul.ac.at](mailto:Katrin.malcheva@modul.ac.at)



# Programme – Day One

## TourMIS Users' Workshop

Thursday, September 12, 2024

Time	Session	
09:00 - 09:30	<b>Transfer from motel one Wien-Westbahnhof to the workshop venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna</b>	
09:30 - 10:00	<b>Conference registration / Coffee and tea</b>	
10:00 - 11:00	<b>Introduction to the tourism marketing information system - TourMIS</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr Karl Wöber. At the end of this session, Karl gives an overview of the new features he programmed during the last year and introduces the outline of the workshop.	
11:00 - 12:15	<b>How to become an active contributor to TourMIS</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system.	<b>How to enter and analyse visitors to attractions and sites</b>  <b>Bozana Zekan</b> <b>Modul University Vienna</b>  The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Bozana will show you the power of this tool and how to participate in this project.  <b>The data space for tourism – tourism data inventory and meetings industry benchmarking on TourMIS</b>  <b>Jason Stienmetz</b> <b>Modul University Vienna</b>  Two powerful tools for tourism destinations will be presented: 1) The Tourism Data Inventory, a searchable online database of relevant tourism data sources created as part of the Data Space for Tourism project, and 2) the TourMIS Meetings Industry reporting and benchmarking features for city destinations.
12:15 - 13:30	<b>Lunch</b>	

13:30 - 14:15	<b>Benchmarking tourism destinations</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  <p>This session introduces participants to basic as well as more advanced analysis and reporting features. A particular focus will be put on changes that have been introduced to the system since the previous workshop.</p>
14:15 - 14:45	<b>The connectivity of railroads in Europe</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  <p>Karl will give an update on the analysis of timetables of the database of the European railway network available in TourMIS. We will analyse the density of the European train system and learn how to measure and compare the connectivity between European cities.</p>
14:45 - 15:15	<b>Coffee break</b>
15:15 - 16:15	<b>Estimating CO2 emissions generated by tourism in European cities and countries</b>  <b>Ulrich Gunter and Karl Wöber</b> <b>Modul University Vienna</b>  <p>In this session, Ulrich and Karl will present a model which allows tourism destinations to estimate and monitor the CO<sub>2</sub> emissions caused by tourists travelling to their destination. Karl will also introduce a more advanced feature which allows trend analysis of CO<sub>2</sub> emissions and a new application of the model to European countries.</p>
16:15 - 17:15	<b>Application programming interfaces (APIS) and an upcoming new database on regional tourism statistics in TourMIS</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  <p>In this session, we will present how to connect TourMIS with databases of local statistical offices via application programming interfaces (APIs). We will explain how APIs can be used for retrieving large datasets and provide hints and examples. Karl will introduce the new TourMIS API, which will allow all TourMIS data inputters to connect the TourMIS database with their dashboards and interactive tables and graphs which can be embedded in websites of DMOs.</p>
17:15 - 17:45	<b>The future development of TourMIS</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  <p>In this workshop-style session, participants are invited to discuss with Karl various options for the future development of TourMIS.</p>
18:00	<b>Transfer to Motel One Wien-Westbahnhof (for delegates not registered for our dinner event) or to restaurant “Zum Weingut Martin Sepp”.</b>
18:30	<b>Dinner at „Zum Weingut Martin Sepp“. Transfer back to the hotel at 22:00.</b>

# Programme – Day Two

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## International Seminar on ‘Sustainable Tourism Indicators: Data-Driven Strategies for Destinations’

Friday, September 13, 2024

Time	Session
09:00 - 09:30	<b>Transfer from motel one Wien-Westbahnhof to the workshop venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna</b>
09:30 - 09:45	<b>Conference registration / Coffee and tea</b>
09:45 - 10:00	<b>Welcome and opening remarks</b>  <b>Karl Wöber</b> <b>Modul University Vienna</b>  <b>Lyublena Dimova</b> <b>European Travel Commission</b>  <b>Jeremy Smith</b> <b>The Travel Foundation – Master of Ceremony</b>
10:00 - 11:00	<b>Session I: Sustainable tourism indicator frameworks</b>  During this session, experts from key international tourism organisations will share their work on developing frameworks to measure tourism's sustainability. The session will assist destination managers in navigating this web of frameworks and identify areas where the frameworks align and where they do not. The presentations will be followed by a discussion with the audience to examine challenges foreseen in using the frameworks.  <b>Peter Laimer</b> <b>Statistics Austria/co-Chair of the UN Tourism Committee on Statistics</b>  <b>Eva Katzer</b> <b>OECD</b>  <b>Filipe Batista</b> <b>European Commission Joint Research Centre</b>  <b>Q&amp;A (15 min)</b>
11:00 - 11:30	<b>Coffee break</b>
11:30 - 12:30	<b>Session II: The destination use cases</b>  By moving from frameworks to destinations, this session will investigate case studies of countries, regions or cities that have used the frameworks described in the previous session. This session should allow for a more practical view of their functionality in destination management and inspire a broader adoption amongst destinations.  <b>Presenters:</b>  <b>Ana Moniche</b> <b>Turismo Andaluz</b>  <b>Peter Laimer</b> <b>Statistics Austria</b>

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**Katarina Wakonen**  
**Visit Finland**

**Q&A (15 min)**

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12.30 – 13.00 **Session III: D3HUB Competence Centre**

The European Commission is establishing a new EU Competence centre. The main goal of the centre will be to support destinations in their data-driven green and digital transition, and to increase collaboration and knowledge transfer between tourism stakeholders and tourism destinations. This session will be interactive to make the audience express their thoughts on what such a competence centre should bring to the table.

**Presenters:**

**Bart Neuts**  
**Visit Flanders**

**Ulf Sonntag**  
**New Insights for Tourism**

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13:00 - 14:00 **Lunch & family picture**

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14:00 – 15:15 **UN Tourism-ETC DataLab: Enhancing data-driven collaboration to make the most out of sustainable tourism indicators**

This UN Tourism – ETC DataLab session will show how collaboration among NTOs, DMOs and private stakeholders can enhance the collection and use of sustainability indicators for market intelligence and decision-making. The session will present innovative data-driven solutions to make the most out of indicators, address pressing challenges and effectively manage sustainable tourism in destinations.

**Presenters:**

**Michel Julian**  
**UN Tourism**

**Sérgio Guerreiro**  
**Turismo de Portugal**

**Tarek Habib**  
**Murmuration**

**TBC**  
**Amadeus**

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15:15 – 15: 45 **Coffee break**

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15:45 - 16:20 **Continuation - UN Tourism-ETC DataLab: Enhancing data-driven collaboration to make the most out of sustainable tourism indicators**

Wrap-up exercise exploring the audience's perceived challenges and proposed solutions for collecting data on sustainability indicators. Through polls, word clouds, and other interactive methods, participants' insights will be collected to form a shared perspective on the best path toward developing sustainable destinations.

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16:20 - 16:25 **Final Remarks**

**Daniëlla Brust-Blumink**  
**Amsterdam&Partners**, Chairperson of CityDNA Research & Insights Knowledge Group

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16:45 **Transfer to Motel One Wien-Westbahnhof**

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# Meet the Speakers

## Day One –TourMIS Users’ Workshop

### **Univ.-Prof. Dr. Karl Wöber, President – Rektor, Modul University Vienna**



Chair of the Austria Private University Conference (ÖPUK)  
Member of the Board of the European Union of Private Higher Education (EUPHE)  
Chair of the Executive Board of the International Academy for the Study of Tourism (The Academy)

Karl Wöber is Full Professor and Founding President of Modul University Vienna ([www.modul.ac.at](http://www.modul.ac.at)). He is also the chairman of the Austrian Private University Conference since 2012. From 2019-2024 he was the elected President of the International Academy for the study of Tourism, the worldwide leading network of Tourism Professors and chairman of the Expert committee of the World Tourism Cities Federation. For more than 20 years he is a Technical Advisor of European Cities Marketing and the European Travel Commission, the two leading professional tourism networks in Europe. Since 2017 he also serves on the Strategy Advisory Board of the Vienna Tourism Board.

### **Dr. Ulrich Gunter, Full Professor, Dean of the Graduate Degree Programs, School of Tourism and Service Management, Modul University Vienna**



Ulrich Gunter is a Full Professor at the School of Tourism and Service Management of Modul University Vienna and Dean of the Graduate Degree Programs. His research interests are in tourism economics, sustainability of tourism and beyond, and in applied econometrics (time-series analysis, forecasting, panel-data analysis).

### **Dr. Bozana Zekan, Associate Professor, School of Tourism and Service Management, Modul University Vienna**



Dr. Bozana Zekan is an Associate Professor at the School of Tourism and Service Management, Modul University Vienna. She holds a Doctor of Social and Economic Sciences (with honors) degree from the Vienna University of Economics and Business, Vienna, Austria, and a Master of Science in Service Management degree from the Rochester Institute of Technology, Rochester, New York. Her research interests are in the fields of tourism economics and destination management. Her research has been published in leading international scholarly journals and has received external funding from various bodies. Bozana is a member of the International Association for Tourism Economics (IATE), the International Institute of Forecasters (IIF), the City Destinations Alliance (CityDNA) Knowledge Group Research & Insights, and the City Travel Report Steering Group. She serves on the editorial boards of Annals of Tourism Research, Annals of Tourism Research Empirical Insights, Journal of Travel Research, and Tourism Economics.

### **Dr. Jason L. Stienmetz, Ph.D, Assistant Professor in Tourism Information Technology and Digitalization, Modul University Vienna**



Treasurer International Federation of IT and Travel & Tourism

Dr. Jason L. Stienmetz is an Assistant Professor of Tourism Information Technology and Digitalization for the Department of Tourism and Service Management, Modul University Vienna. His research interests include measuring, modeling, and managing tourism destination systems; marketing evaluation; visitor experience and value creation; “smarter” tourism management; and big data. Prior to joining academia, Dr. Stienmetz worked for the U.S. Travel Association, and he is proud to have served as a Peace Corps volunteer in Costa Rica, where he was involved in a number of community-based projects related to eco-tourism, technology education, and micro-finance. Dr. Stienmetz is the Treasurer for the International Federation of IT and Travel & Tourism and serves on the



## Day Two – International Seminar

### Jeremy Smith, climate action specialist, the Travel Foundation

#### Master of Ceremony



Jeremy Smith is an award-winning writer and strategist with over 20 years experience in sustainability, tourism and climate action. In 2020, he co-founded [Tourism Declares a Climate Emergency](#), a grassroots initiative calling on tourism destinations and businesses to work together and develop climate action plans. In 2021 he was co-author of the [Glasgow Declaration for Climate Action in Tourism](#) and he continues to collaborate with UN Tourism to ensure the implementation of the declaration's commitments. He currently works with the Travel Foundation developing their Climate Action Programme for destinations and collaborating on Climate Action Plans with many organisations including Visit Finland, Visit Scotland and the European Travel Commission. Recent publications include [An Introduction to Climate Justice and Tourism - a guide for Travel Businesses](#) and [The Blueprint for Tourism Climate Action Plans. A Guide for Regional Authorities and Destination Management Organizations](#). He is a member of [Travalyst's](#) Independent Advisory Group.

### Peter Laimer, PhD, Deputy Director of the Directorate Spatial Statistics at Statistics Austria



Mr. Laimer is a highly experienced statistician specializing in Tourism and Travel Statistics. After completing courses in Export and Tourism at the University of Economics Vienna and studying Geography at the University of Vienna, he began his career at Statistics Austria in 1993 and became responsible for the official "Tourism and Travel Statistics" in 1998. Currently, he serves as Deputy Director of the Directorate "Spatial Statistics," overseeing various statistical domains, including tourism, road safety, and environmental statistics.

An active member of several international working groups, Mr. Laimer has contributed to projects with EUROSTAT, OECD, and UN Tourism, including work on Tourism Satellite Accounts (TSA) and methodological frameworks. He has provided consultancy on tourism statistics in multiple countries and has presented at numerous international conferences.

In addition to his professional work, Mr. Laimer teaches Tourism Management at the University of Linz and the University of Applied Sciences for Management and Communication in Vienna. He is a member of the International Association of Scientific Experts in Tourism and has held leadership roles in the UN Tourism Committee on Statistics.

### **Eva Katzer**



Eva Katzer is a Policy Analyst in the Tourism Policy and Analysis Unit at the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). Eva co-ordinates EU-funded project components on measuring and monitoring the sustainability of tourism, working closely with five countries to develop a core set of tailored indicators. Prior to joining the OECD, Eva worked in sustainability reporting, trade and investment promotion as well as social entrepreneurship development. She holds a dual Master's degree in International Development and Business & Management from Sciences Po Paris and Stockholm School of Economics, and a Bachelor's degree in Culture & Economy from the University of Mannheim.

### **Filipe Batista**



Filipe Batista e Silva is a research project leader at the European Commission Joint Research Centre, in Ispra, Italy. His work focuses on the use of geospatial data for territorial development issues at European level. He currently manages several projects, including the EU Tourism Dashboard. Filipe graduated in Geography in 2006 and obtained a MSc in Geographical Information Systems by the University of Porto in 2009. In 2022, he obtained a PhD by the School of Business and Economics by the Vrije Universiteit, Amsterdam. Filipe regularly contributes to technical and scientific reports and papers.

### **Ana Moniche Bermejo, PhD**



Ana Moniche Bermejo is an expert in tourism statistics and sustainable tourism with extensive project management and international collaboration experience. She is the Head of European Projects and International Networks at Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía. In her role for the Regional Government, she supports Andalusia's Vice Presidency of NECSTouR, advocating for effective tourism statistics to monitor policies across European regions. Ana is also part of the NECSTouR Tourism of Tomorrow Lab, working on data-driven solutions for Destination Management Organizations (DMOs). She holds a PhD in Data-Based Policymaking from Universidad de Málaga and an MSc in Urban Planning and Environmental Management from Oxford Brookes University. Ana is actively involved with UN Tourism and various European projects, promoting the use of data for more sustainable tourism and policy-oriented indicators.

### **Katarina Wakonen**



Katarina Wakonen is Head of Business Intelligence at Visit Finland. She works with Visit Finland's sustainability team and Statistics Finland to develop a Sustainable Tourism Indicators framework based on international practices. Engaging DMO's with indicators is at the core of Visit Finland's sustainability work.

### **Bart Neuts**



Bart Neuts is researcher at Visit Flanders, the Destination Management Organization of Flanders, Belgium as well as researcher and lecturer at KU Leuven in Belgium. He has a background in applied economics and in tourism. His research mainly focuses on sustainable development of tourism destinations, particularly urban areas. His topical interest lies in tourism externality studies in general, and social carrying capacity studies in particular. He has been involved in multiple international research projects on tourism impacts.

### **Ulf Sonntag**



Ulf Sonntag is managing director at NIT, Institute for Tourism Research in Northern Europe, Kiel, Germany ([www.nit-kiel.de](http://www.nit-kiel.de)). He studied geography, political science and business administration at the University of Bonn, with international semesters in the USA and Switzerland. The general focus of his work is the analysis of tourism market data and statistics, as well as the implementation of quantitative and qualitative market research projects. The insights regarding the dynamics of tourism at different spatial levels (regional, national, international) are then applied in strategic planning and marketing processes of destinations and travel companies.

### **Michel Julian**



Michel Julian is Senior Programme Officer at the Market Intelligence, Policies and Competitiveness Department, UN Tourism. His work covers the analysis of current and future tourism trends, reflected in the preparation of the World Tourism Barometer and other key UN Tourism intelligence reports. His field of work also includes the study of tourism products and segments, outbound markets, marketing techniques and competitiveness factors of destinations. He coordinates research projects with national tourism organizations, UN agencies, international bodies and the private sector. He has led initiatives promoting knowledge exchange on data and market intelligence such as the DataLab initiative with the European Travel Commission. Mr Julian (Dominican Republic) studied economics and holds Masters degrees in International and Tourism Economics from Toulouse School of Economics - Sciences Po (Toulouse, France), as well as an Advanced Studies Diploma in International Economics, Universidad Complutense de Madrid.

### **Tarek Habib**



Tarek comes from an aerospace engineering background. He cofounded Murmuration in 2019 to provide measurable environmental indicators for sustainability in the tourism industry. Building on the wealth of satellite data and state-of-the-art artificial intelligence, Murmuration delivers innovative tools to support destinations and private businesses to integrate the environment into their operational workflows. Murmuration has been recognized by leading institutions such as UNTourism which underlines its operational ability and value in supporting the transition of the tourism sector towards more sustainability. The team is based in Toulouse, France, and works with leading European destinations and businesses.

### **Sérgio Guerreiro**



Sérgio Guerreiro is currently Senior Director for Strategy & Knowledge Management at Turismo de Portugal, being in charge of statistics, business intelligence, sustainability, entrepreneurship and innovation. He is also responsible for the program Tourism 4.0, an integrated program to foster innovation in the tourism sector involving more than 350 startups. He represents Portugal at several international working groups at UNWTO, OECD and European Travel Commission. He is currently Chairman of the OECD Tourism Committee and former Chairman of the European Travel Commission's Market Intelligence Group.