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EUROPEAN TRAVEL COMMISSION

VIENNA
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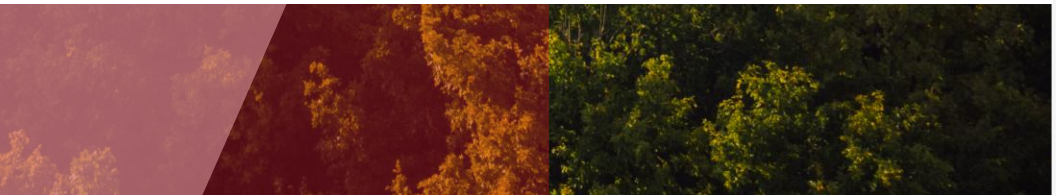
CITY DESTINATIONS ALLIANCE

TOURMIS WORKSHOP



Part II Analysis and Reporting Features

Austrian National Tourist Office
www.tourmis.info

20th TourMIS Workshop

September 11-12, 2025

Overview of the afternoon

1. Basic statistics & monitoring trends (longitudinal analysis)
2. Benchmarking KPIs
   - Market volumes and market shares
   - Seasonality indicators
3. New: The database on Regional Tourism Statistics

15:00-15:30 coffee break

1. Estimating CO2 emissions caused by tourism transportation
2. New: The distribution of the average length of stay
3. The Future Developments of TourMIS

City Travel Report by CityDNA

- Provides a vital perspective on the volume of urban tourism in Europe.
  - Bednights
  - Source markets
  - $C0_2$ emission

- **128** leading European cities analysed

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Measuring seasonality in European destinations

Causes of seasonality in tourism

- **Seasonality: The systematic intra-year variation in visitation caused by exogenous factors**
  - Natural (e.g. climate)
  - Institutional
    - caused by the markets of origin (e.g. timing of school holidays)
    - caused by the destination (e.g. regular mega-events)
  - Calendar effects (e.g. Easter)

- **Challenges**
  - The need to optimize the use of tourism infrastructure such as roads to accommodate high flows during certain periods
  - Seasonality increases the risk of high unemployment during the low seasons
  - In dryer regions the issue of water scarcity is of particular concern

Actions to overcome seasonality

- **Product**

  Development of new offers, events, packages, ...

- **Pricing**

  Providing discounts for periods with less demand

- **Promotion**

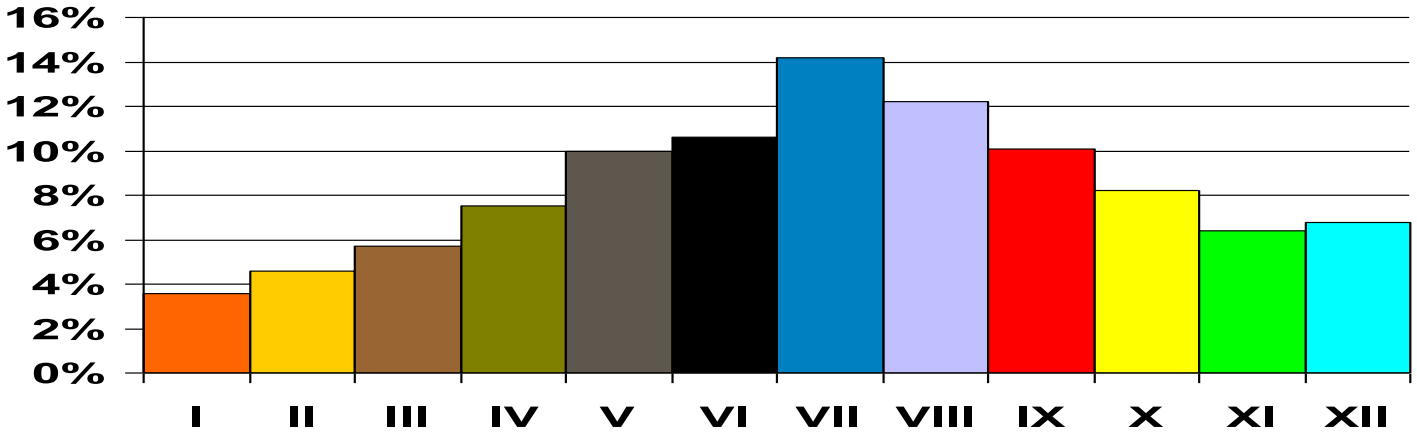
  When and how intensively we will promote the tourism products

- **Placement**

  Which geographic region/market should be promoted

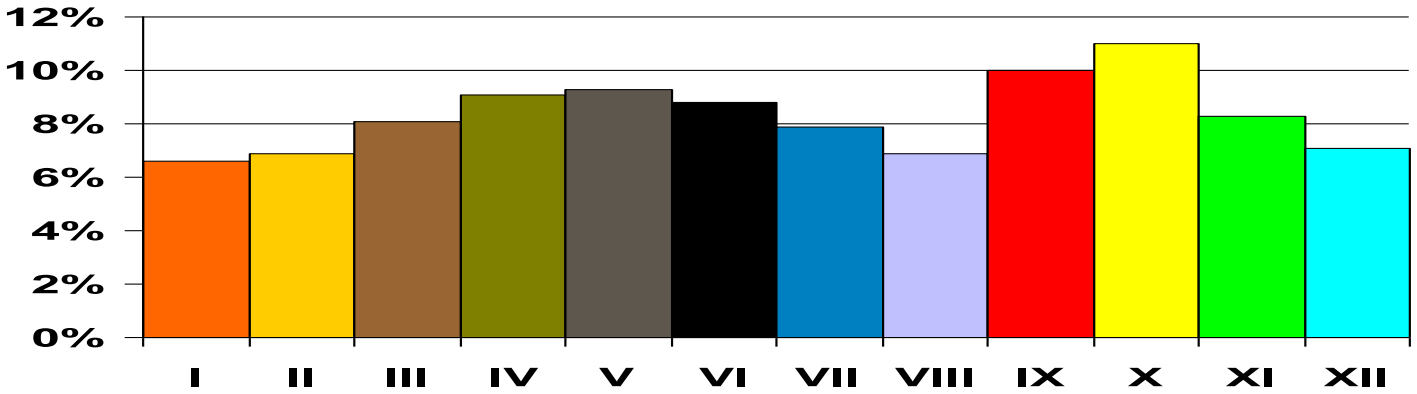
  Which segments (e.g. young adults, families, business people)

Gini coefficient



LÜBECK

Gini=0.207



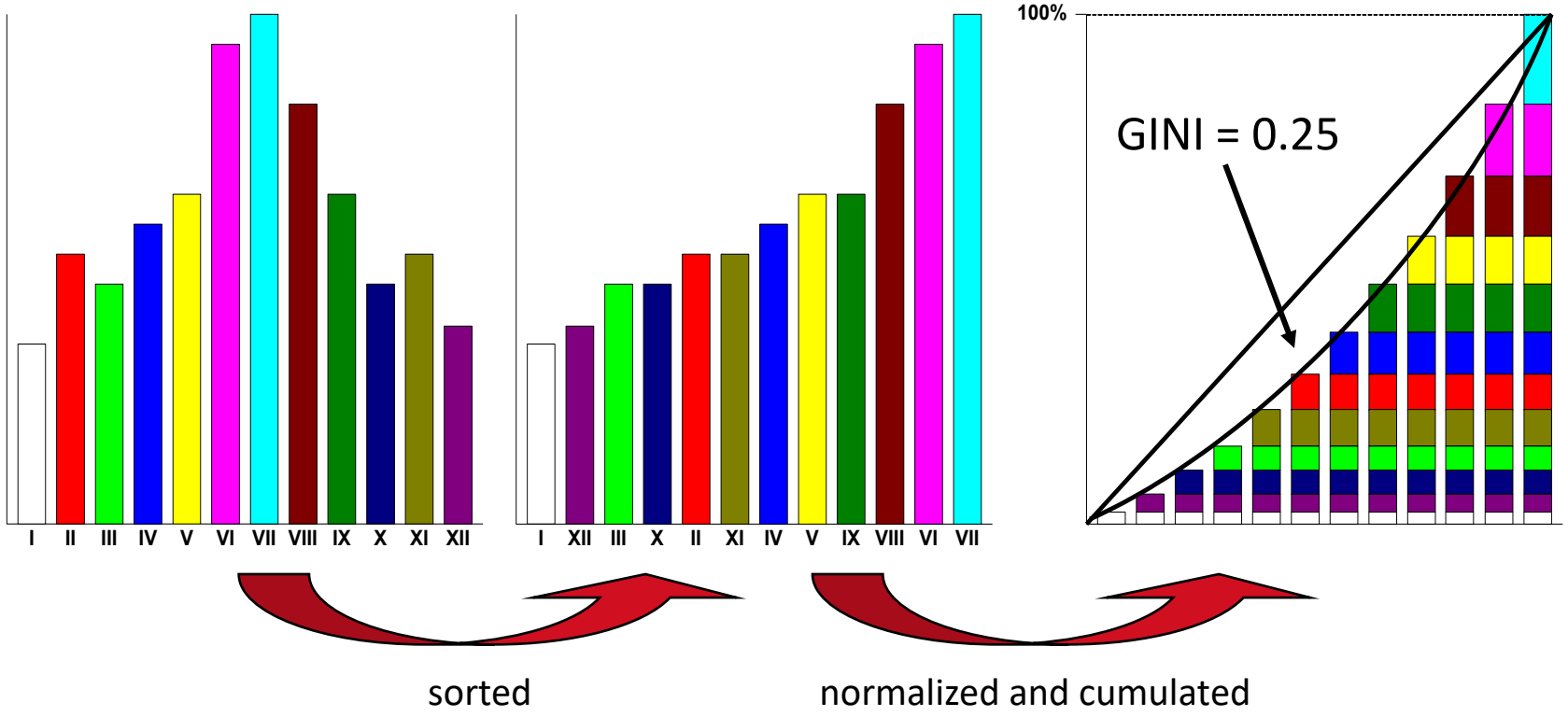
MADRID

Gini=0.088

Gini coefficient

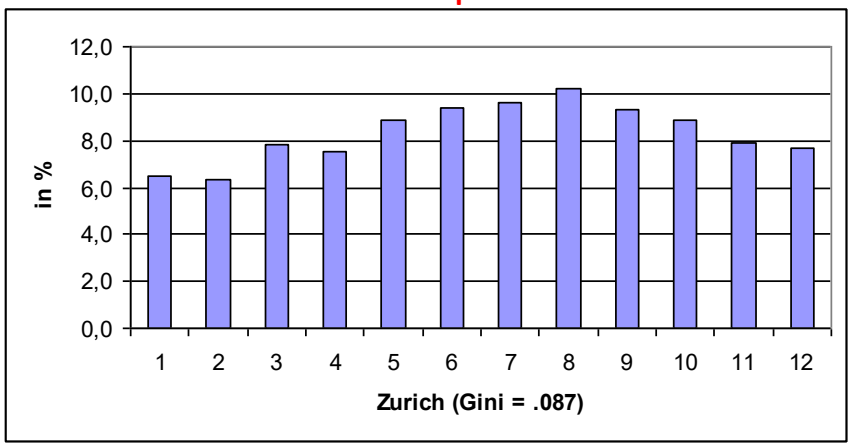
Measure of statistical dispersion. The Gini can be approximated with trapezoids:

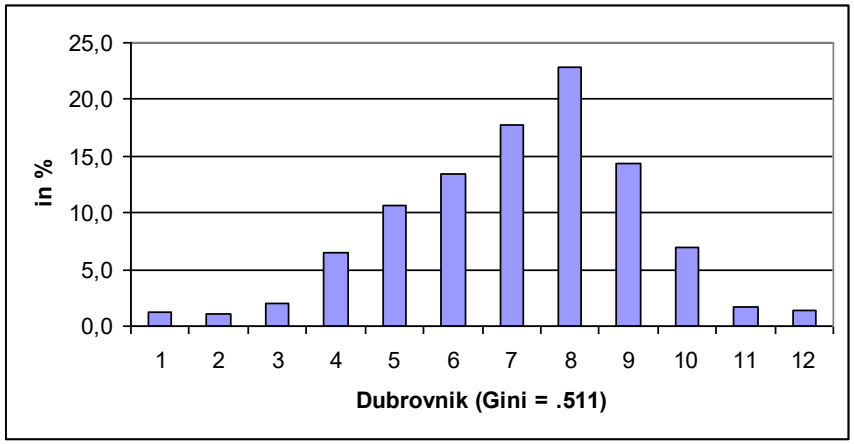
$$G^* = 1 - \sum_{i=1}^{12} \left(X_i - X_{i-1}\right) \times \left(Y_i + Y_{i-1}\right)$$



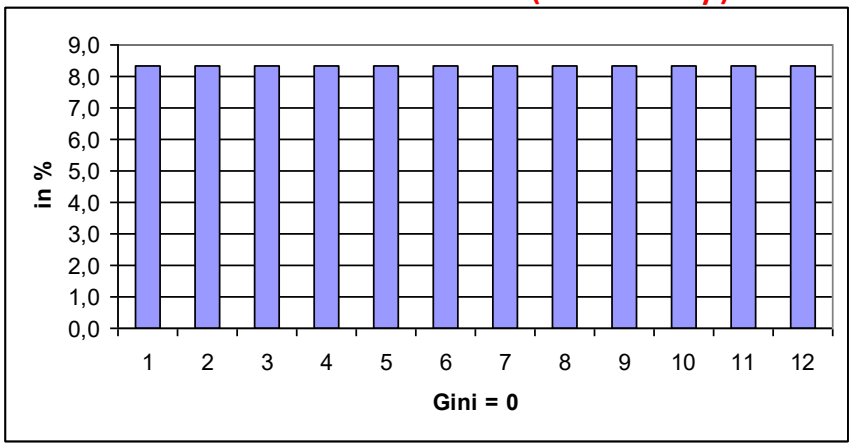
Measuring seasonality

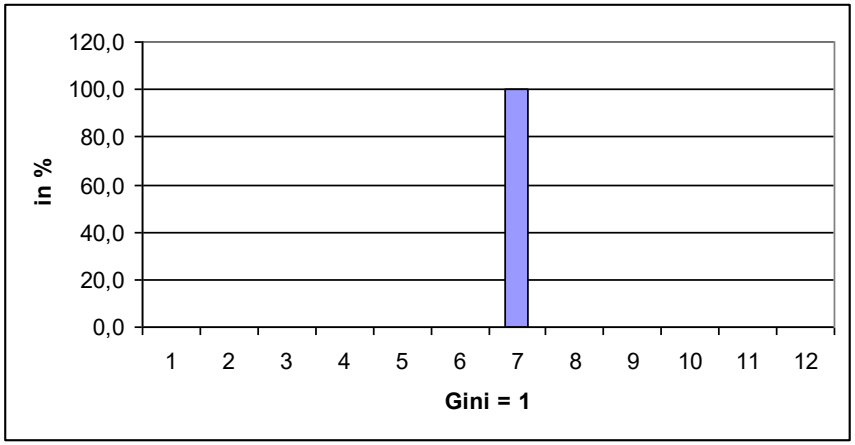
Examples



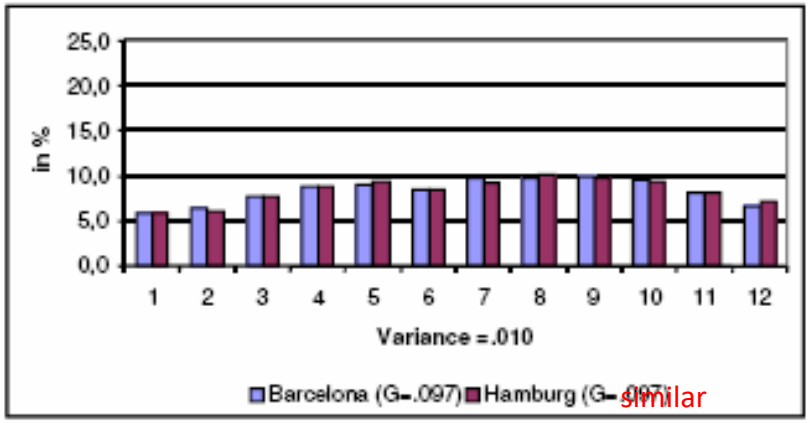


Extreme situations (in theory)





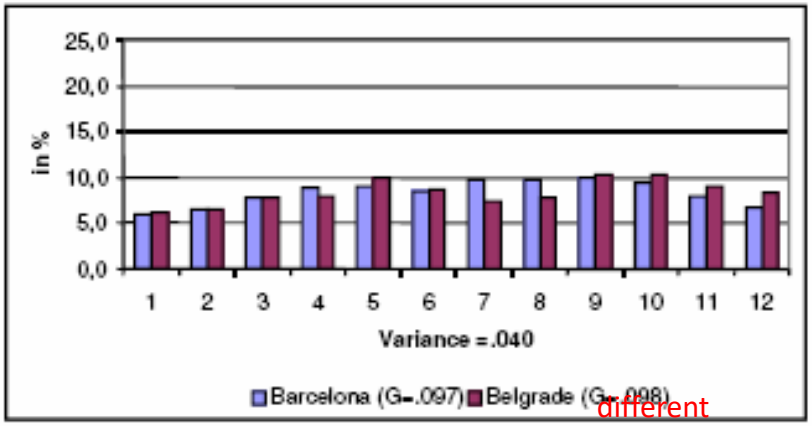
Similarity of seasonal patterns



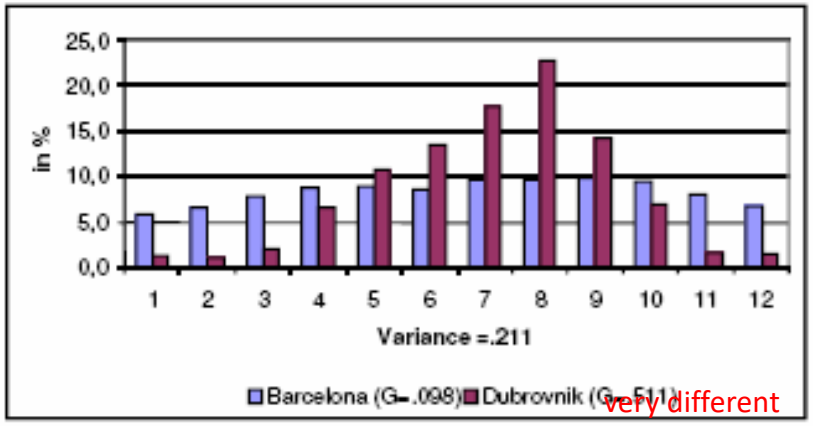
similar

$$d = \sqrt{\sum_{i=1}^{12} (x_i - y_i)^2}$$

Similarity of seasonal patterns of two destinations. Multiple destinations?



different



very different

NEW Database on Regional Tourism Statistics

APIs enable the Benchmarking of Regional Tourism Data in TourMIS

1. Netherlands - https://opendata.cbs.nl
2. Norway - https://data.ssb.no
3. Estonia - https://andmed.stat.ee
4. Finland - https://visitfinland.stat.fi
5. Denmark - https://api.statbank.dk
6. Italy (planned)
7. Spain (planned)
8. Sweden (planned)
9. Slovenia (planned)
10. Switzerland (planned)
11. Austria (planned)
12. Portugal (eventually)

- Update checks scheduled two times a week
- Adjustments during the updating process are possible (e.g. Estimation of monthly data based on quarterly data; calculation of the larger urban area by adding data from different municipalities; calculating all paid forms of accommodation establ.)

4 measures compiled for regions

1. **Arrivals of tourists in *all paid forms of accommodation establishments***
2. **Arrivals of tourists in *hotels and similar establishments***
3. **Bednights of tourists in all paid forms of accommodation establishments**
4. **Bednights of tourists in hotels and similar establishments**
5. Number of all paid forms of accommodation establishments (units)
6. Number of bedspaces in all paid forms of accommodation establishments
7. Average occupancy rate in all paid forms of accommodation establishments
8. Number of hotels and similar establishments (units)
9. Number of bed spaces in hotels and similar establishments
10. Average occupancy rate in hotels and similar establishments

No preferred definition option for regions

Regional Tourism Statistics (Sep 2025)

Austria	9
Belgium	13
Denmark	16
Estonia	21
Finland	19
Norway	81
	159

Regions (NUTS and LAU ...)

Denmark

1. Copenhagen City
2. Copenhagen Region
3. Province Nordsjælland
4. Province Bornholm
5. Province Østsjælland
6. Province Vest- og Sydsjælland
7. Province Fyn
8. Province Sydjylland
9. Province Østjylland
10. Province Vestjylland
11. Province Nordjylland
12. Nordjylland
13. Midtjylland
14. Syddanmark
15. Hovedstaden
16. Sjælland

Estonia

1. Harju county
2. Harju county, excl. Tallinn
3. Hiiu county
4. Ida-Viru county
5. Järva county
6. Jõgeva county
7. Lääne county
8. Lääne-Viru county
9. Pärnu city as a settlement unit
10. Pärnu county
11. Pärnu county, excl. Pärnu city
12. Põlva county
13. Rapla county
14. Saare county
15. Tartu city as a settlement unit
16. Tartu county
17. Tartu county, excl. Tartu city
18. Valga county
19. Viljandi county
20. Võru county
21. Tallinn

Regions Norway

1. Rogaland
2. Stavangerregion
3. Haugesund/Haugeland
4. Ryfylke
5. Møre og Romsdal
6. Nordmøre/Romsdal
7. Ålesund/Sunnmøre
8. Nordland - Nordlánnda
9. Bodø
10. Vesterålen/Narvik
11. Helgeland
12. Salten-region
13. Lofoten
14. Svalbard
15. Svalbard
16. Haldenkanalen
17. Mosseregion
18. Sarpsborg
19. Fredrikstad/Hvaler
20. Drammensregion
21. Kongsbergregion
22. Follo
23. Asker/Bærum
24. Hallingdal
25. Østfold
26. Akershus
27. Romerike/Hadeland
28. Buskerud
29. Norefjell/Ringerike
30. Innlandet
31. Hedmark-region
32. Lillehammer-region
33. Gjøvikregion
34. Ringsaker
35. Trysil
36. Østerdalen
37. Nord-Gudbrandsdal
38. Valdres
39. Hortenregion
40. Tønsbergregion
41. Sandefjord/Larvik
42. Grenland
43. Øst-Telemark
44. Midt-Telemark
45. Vest-Telemark
46. Vestfold
47. Telemark
48. Agder
49. Risør/Tvedestrand
50. Arendal/Grimstad
51. Kristiansandregion
52. Lindesnes/Lyngdal
53. Vestre-Agder
54. Setesdal
55. Vestland
56. Bergensregion
57. Fjordkysten
58. Sunnhordland
59. Hardangerfjord
60. Voss
61. Sognefjord
62. Sunnfjord
63. Nordfjord
64. Trøndelag - Tröndelage
65. Innherred
66. Namdalen
67. Hitra/Frøya
68. Fosenregion
69. Oppdal
70. Rørosregion
71. Orkdalsområdet
72. Værnesregion
73. Sør-Troms/Senja-region
74. Nord-Troms-region
75. Vest-/Indre-Finnmark
76. Øst-Finnmark
77. Troms - Romsa - Tromssa
78. Finnmark -Finnmárku - Finmarkku
79. Oslo
80. Trondheim
81. Tromsø

Regions

Finland

1. Uusimaa
2. Southwest Finland
3. Satakunta
4. Kanta-Häme
5. Pirkanmaa
6. Päijät-Häme
7. Kymenlaakso
8. South Karelia
9. South Savo
10. North Savo
11. North Karelia
12. Central Finland
13. South Ostrobothnia
14. Ostrobothnia
15. Central Ostrobothnia
16. North Ostrobothnia
17. Kainuu
18. Lapland
19. Åland

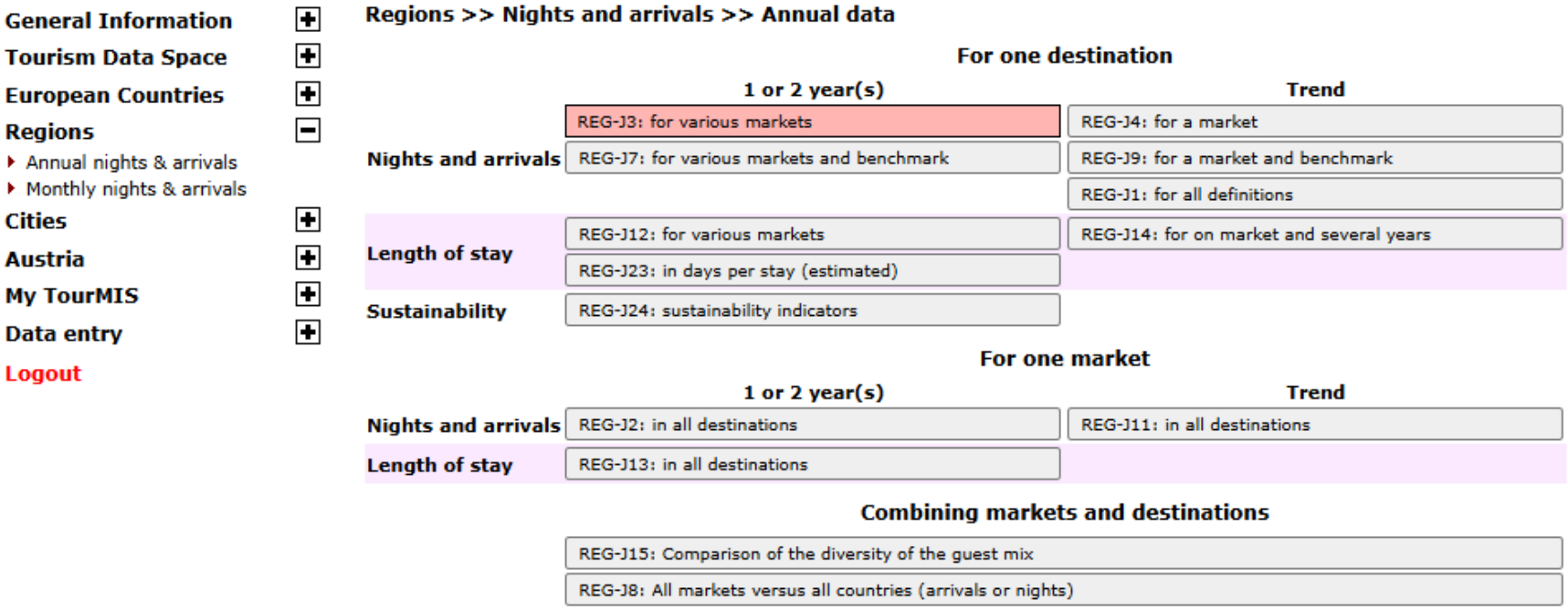
Belgium

1. Province of Antwerp
2. Province of Eastern-Flanders
3. Province of Flemish-Brabant
4. Flemish Region
5. Province of Hainaut
6. Province of Liege
7. Province of Limburg
8. Province of Luxemburg
9. Province of Namur
10. Walloon Region
11. Province of Brabant-Wallon
12. Province of West-Flanders
13. Brussels

Austria

1. Burgenland
2. Carinthia
3. Lower Austria
4. Upper Austria
5. Salzburg
6. Styria
7. Tirol
8. Vorarlberg
9. Vienna

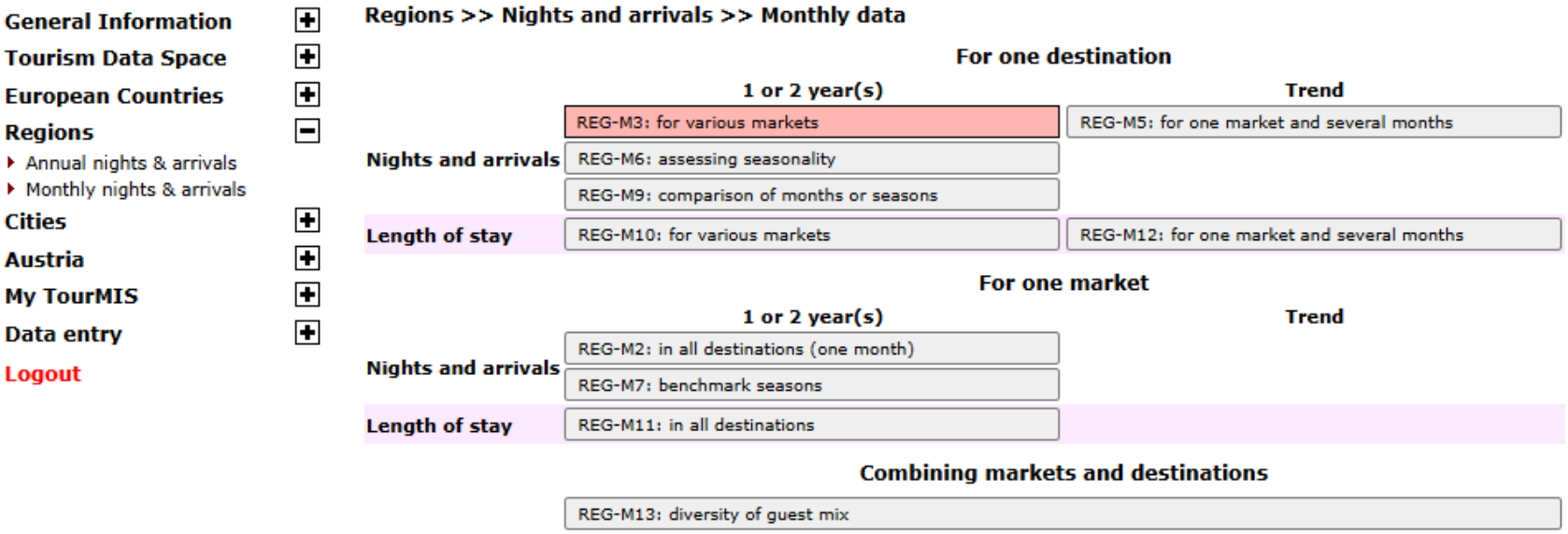
Annual Statistics



14 new tables

Missing: transportation-caused CO2 emissions; density & intensity; sustainability indicators limited

Monthly Statistics



10 new tables

Missing: (Last available figures); density & intensity

Next possible steps (TBD)

- More data interfaces
  - NUTS or LAU?
  - Markets, annual, monthly, type of accommodation establishments?
  - Adjustments needed?
  - Capacities (bedspaces, accommodation units, occupancy rates)
- Manually entered data
  - Size of destination, GEO codes, population numbers
  - Attractions & sights
- Analysis & reporting
  - More tables/views (e.g. Latest trends, capacities, availability & definitions)
  - Adjustments needed?
  - Cross-cutting analyses (countries – regions – cities)

Leading Network for Regional Tourism in Europe

Network of European Regions for Sustainable and Competitive Tourism