



AUSTRIA'S LEADING
INTERNATIONAL PRIVATE UNIVERSITY



Meetings Industry Benchmarking on TourMIS



Dr. Jason Stienmetz, TourMIS Workshop

12.09.2024

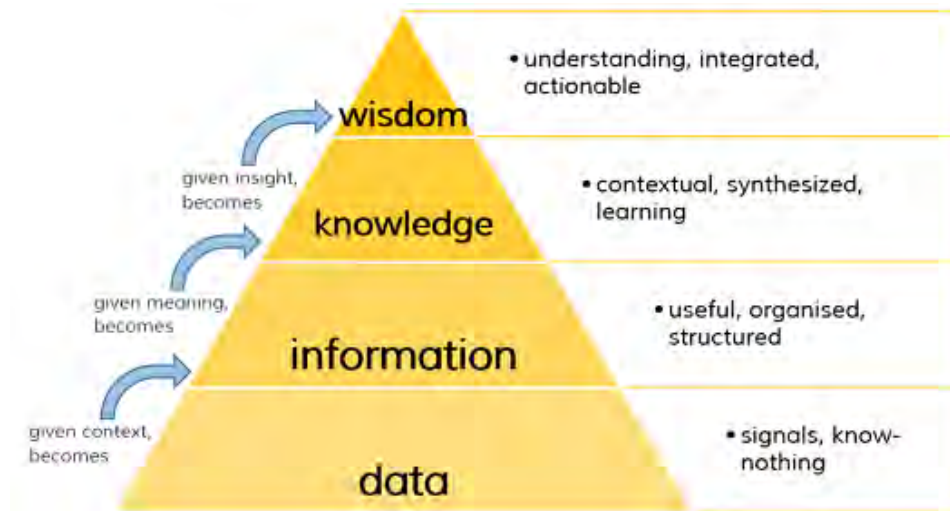
Meetings Statistics on TourMIS

Goals:

- To **monitor and benchmark** so as to **supply** practical and actionable information
- Data about **the volume and the economic significance of the convention business** to city destinations.

Value:

- Focus on the **association and non-corporate international segment** and **corporate*** and **national*** meetings segments
- **Online database TourMIS** to upload your data, trend, and benchmark with other cities



Importance of MICE Data

- Stability/Fluidity of Meetings Sector
- MICE contribution to visitor economy
- Future trends and developments in Meetings Activities
- Detailed approaches for different markets (corporate and non-corporate)



Project Details

- Database of more than 500,000 meetings that have taken place over the past 10+ years
- Time Series and Benchmark Analysis through TourMIS website
- Approximately 50 CityDNA member cities have participated



Valuable Meeting Industry Insight

- Each meeting record includes the following details:
 - Type of meeting (corporate or non-corporate) - **required**
 - Scope (national or international) - **required**
 - Date (start date and end date) - **required**
 - Number of participants (10-100.000) - **required**
- Additional Data
 - Type of venue (convention centre, hotel, university, or other venue) - **optional**
 - ICCA theme of the meeting - **optional**



Key Definitions and Guidelines (UNWTO)

Corporate meetings: Corporate meetings are business encounters normally held by a private company or group, in which the participants represent that company or group, or are clients of or suppliers to that company or group. These meetings normally have commercial/promotional purposes. The meeting takes place outside the company's or group's office.

Non-corporate meetings: Non-corporate meetings are events without commercial aims. The main goal is exchanging, discussing, or presenting knowledge. Normally, these meetings comprise congresses, conventions, conferences, seminars, and other smaller meetings held by associations, universities and scientific communities, political bodies, NGOs, etc. These meetings take place outside the organizer's own facilities. We have excluded trade-fairs and other exhibitions.

Venue: To be counted, the meeting must take place in a venue specifically contracted for the purpose. Meetings held in the headquarters or other offices belonging to the meeting organizers are not included.

Duration: The meetings must last at least half a day. The dates for the meeting should not include meeting room blocks before and after the meeting.

Attendance: The meetings must have at least ten participants.

Scope: To be counted as international, at least 20% of meeting participants must not be resident in the country where the meeting takes place. If this proportion is not reached the meeting is counted as national.

Theme of meeting: We ask cities to provide us with information about the theme of non-corporate meetings. We used the same categories as ICCA to define the theme of the meeting:

Agriculture	Culture & Ideas	Geography	Linguistics	Multimedia	Transport &
Architecture	Ecology & Environment	Historical Sciences	Literature	Safety & Security	Communication
Arts	Economics	ICT	Management	Science	Other
Chemical Sciences	Education	Industry	Mathematics &	Social Sciences	
Commerce	Finance	Law	Statistics	Sports & Leisure	
Communication	General	Library & Information	Medical Sciences	Technology	

Generating Your Own Reports: TourMIS MICE Reports Demo

Key Performance Indicators

- Meetings
 - Participants
 - Meetings Days
 - Participant Days
-
- Period, Time Series, Benchmarking

TourMIS

Accessing MICE Benchmarking Reports

The screenshot displays the TourMIS website interface. At the top, there are logos for the Austrian National Tourist Office, European Cities Marketing, European Travel Commission, and Modul University Vienna. Below the logos, a purple header bar contains the user name [stienmetz] Jason Stienmetz and an Austrian flag icon. The main navigation menu on the left includes 'General Information', 'European Countries', 'Cities', 'Austria', 'My TourMIS', 'Data entry', and 'Logout'. The 'Cities' menu item is highlighted with a red box and a minus sign icon, indicating it is expanded. The 'Release notes' section on the right lists several updates, including an email reminder service, a new interface for dynamically maintained graphics, improved MS Excel table formats, and a new server for TourMIS.

Austrian National Tourist Office
www.tourmis.info

EUROPEAN CITIES MARKETING

EUROPEAN TRAVEL COMMISSION

MODUL UNIVERSITY
PRIVATE UNIVERSITY VIENNA

Study tourism & become an expert

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General Information +

European Countries +

Cities -

- ▶ Latest trends
- ▶ Annual nights & arrivals
- ▶ Monthly nights & arrivals
- ▶ Other indicators
- ▶ Availability & definitions
- ▶ Attractions and sights
- ▶ Shopping Barometer
- ▶ Eurocity visitor survey
- ▶ Meetings industry

Austria +

My TourMIS +

Data entry +

Logout

Latest trends: European Countries Cities Austria

Release notes

2021-04-17 An email reminder service was set up for entering the number of visitors to sights.

2021-04-17 An interface for dynamically maintained graphics was created. The gallery of different graphics is to be continuously expanded. The gallery is available on the homepage of www.tourmis.info.

2021-03-09 The formats of MS Excel tables has been improved. All MS Excel Tables generated by TourMIS have xlsx Format.

2021-02-26 TourMIS was moved to a new server, reaction time was significantly improved
Homepage and main menu was revised
Table in 'Cities' for estimating CO2 emissions was revised. It now includes an option for including external market research data to improve the splitting of transportation modes used by tourists arriving at a city.

2019-11-19 New administrator email accounts relatet to TourMIS:
admin@tourmis.info for technical questions
mice@tourmis.info for questions related to the MICE database
webanalytics@tourmis.info for questions related to the Webanalytics database
support@tourmis.info for any other questions

2019-09-28 www.tourmis.info finally moved to SSL; in the future www.tourmis.com will not be supported anymore, please use www.tourmis.info instead.

2019-03-03 Travel distance estimator (table ECT J-16 in Cities) has been revised and extended. We added a function which estimates the transportation mode to the destination and the CO2 emissions generated by following the kg/pkm published by Peeters et al. (2007).

General Information



European Countries



Cities



- ▶ Latest trends
- ▶ Annual nights & arrivals
- ▶ Monthly nights & arrivals
- ▶ Other indicators
- ▶ Availability & definitions
- ▶ Attractions and sights
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- ▶ Eurocity visitor survey
- ▶ Meetings industry

Austria



My TourMIS



Data entry



Logout

Meetings industry

Individual or all Cities

Period	Time series
Meetings, days, and participants	Meetings, days, and participants
Seasonality (meetings per month)	Seasonality (meetings per month)
Seasonality (meetings per day of week)	Seasonality (meetings per day)
Size of meetings	Size of meetings
Size of meetings vs type of venue	
Duration of meetings	Duration of meetings
Type of venue	Type of venue
Theme of meeting	Theme of meeting

Benchmark analysis

Meetings, days, and participants

Destination All Cities 

Method  ☒ unweighted ☐ estimated (extrapolation based on the number of meeting venues)

Include Meetings with - days and - pax

Year -

Values (%) ☒ National and international ☒ Corporate and non-corporate ☒ All

OK

TourMIS MICE Data Entry Demo

TourMIS

MICE Data Entry

**Austrian National Tourist Office**
www.tourmis.info

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General Information 
European Countries 
Cities 
Austria 
My TourMIS 
Data entry 

- ▶ Main indicators
- ▶ Shopping Barometer
- ▶ Meetings industry
- ▶ Consumer confidence index
- ▶ Attractions and sights
- ▶ Belgium and Vlaanderen
- ▶ Luxembourg
- ▶ Data importStatCube
- ▶ Release notes

Latest trends: **European Countries** **Cities** **Austria**

Release notes

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Logout

[stienmetz] Jason Stienmetz



General Information



European Countries



Cities



Austria



My TourMIS



Data entry



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Logout

Meetings, incentives, conferences and exhibitions (MICE)

Destination:

Click here to
enter new data

Click here to edit
existing data

[stienmetz] Jason Stienmetz



General Information



European Countries



Cities



Austria



My TourMIS



Data entry



- ▶ Main indicators
- ▶ Shopping Barometer
- ▶ Meetings industry
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Logout

Meetings, incentives, conferences and exhibitions (MICE)

User: **Jason Stienmetz** 25196 records

Excel Templates: [Vers.1](#) - [Vers.2](#) - [Vers.3](#) - [Vers.4](#) [[Manual](#)]

Vienna (VIE)	Corporate Events		Non-Corporate Events				
Year	National	International	National	International	Unspecified	Total	
2013							
2014	792 (60%)	1249 (60%)	676 (90%)	779 (99%)		3496	✗
2015	1244 (60%)	1049 (60%)	742 (90%)	649 (99%)		3684	✗
2016	1024 (60%)	1423 (60%)	581 (90%)	739 (99%)		3767	✗
2017	806 (60%)	1954 (60%)	512 (90%)	802 (99%)		4074	✗
2018	1273 (60%)	1868 (60%)	540 (90%)	1004 (99%)		4685	✗
2019	1929 (60%)	2141 (60%)	733 (90%)	687 (99%)		5490	✗
2020							
2021							

Upload:

No file chosen

Completeness of data (best possible estimate) in %

Corporate events - national participants %

Corporate events - international participants %

Non-corporate events - national participants %

Non-corporate events - international participants %

Note:

Data Entry Templates

- Excel File templates are used to assist with proper formatting of data.
- <https://www.tourmis.info/mice/mice1.xls>
- Detailed Manual with step-by-step instructions
- <https://www.tourmis.info/mice/Meetings-Manual.pdf>
- Required for each meeting
 - Meeting name
 - Start Date
 - End Date
 - Type of Meeting (Corporate or Non-Corporate)
 - Number of Participants
 - Scope (National or International)
- Optional
 - Venue Type
 - ICCA Theme

Improving Data Quality

- Providing Complete Data is Challenging
- To improve Data Quality TourMIS can generate reports using a weighting system
- Under-represented meetings categories are given more weight to increase the reliability and validity of comparisons
- Completeness Estimation based on expert judgement of MICE professionals

Completeness of data (best possible estimate)	in %	
Corporate events - national participants	%	Save all
Corporate events - international participants	%	Save estimates
Non-corporate events - national participants	%	Return
Non-corporate events - international participants	%	

Note:

Participating in TourMIS MICE is EASY

- Registration is required to access TourMIS (FREE)
- Special data entry privileges can be granted to MICE professionals
- Send an email to MICE@TOURMIS.INFO



New Participants Welcome



**Developing a
trusted and
secure Common
European
Data Space for
Tourism**

3-year Deployment and
Piloting Project



Co-funded by
the European Union

Tourism Data Inventory Demo

Free access

<https://www.tourmis.info/>

Tourism Data Inventory Demo

Search: Data source or holder Location Display  

Tourism Data Space Inventory									
	Data source	Data holder	Human capital	Natural capital	Built capital	Economic/Social capital	Economic impact	Social impact	Enviromental impact
1	Aarhus Airport	Aarhus Airport A/S	No	No	Yes	Yes	Yes	No	No
2	ACI	ACI (Canada)	No	No	Yes	No	Yes	No	No
3	Advantage Austria	Advantage (Austria)	No	No	No	No	Yes	No	No
4	Advisory Report: Resident Survey 2022	Hólar University (Iceland)	No	No	No	No	Yes	Yes	Yes
5	AEMET - Agencia Estatal de Meteorología	AEMET - Agencia Estatal de Meteorología (Spain)	No	Yes	No	No	No	No	Yes
6	AENA - Estadísticas de Tráfico Aereo	AENA - Estadísticas de Tráfico Aereo (Spain)	No	No	Yes	No	Yes	No	No
7	Aeroporti di Roma	Aeroporti di Roma	Yes	No	Yes	Yes	Yes	Yes	Yes
8	Aéroports de la Côte d'Azur	Aéroports de la Côte d'Azur	No	No	Yes	No	Yes	No	No
9	Agency for Digital Government	Agency for Digital Government (Denmark)	No	No	Yes	Yes	Yes	Yes	No
10	AirDNA	AirDNA (United States and Spain)	No	No	Yes	Yes	Yes	No	No
11	Airport Bratislava	Airport Bratislava, a. s.	No	No	No	No	Yes	No	No
12	Airports in Netherlands	Airports in Netherlands (Netherlands)	Yes	No	Yes	Yes	Yes	No	No
13	Aktion Airport	Fraport Greece	No	No	No	No	Yes	No	No
14	AMS	AMS (Austria)	Yes	No	No	No	Yes	Yes	No
15	ANA - Aeroportos de Portugal	Multiple	Yes	No	Yes	Yes	Yes	No	Yes
16	Annordia	Multiple (Sweden)	No	No	Yes	Yes	Yes	No	No
17	Annual Reports	Visit Brussels (Belgium)	Yes	No	Yes	Yes	Yes	Yes	No
18	Antwerp Airport	Antwerp Airport (Belgium)	No	No	No	No	Yes	No	No
19	Antwerp Port	Antwerp Port (Belgium)	No	Yes	Yes	No	No	No	No
20	Aperto (Gli Open Data della Città di Torino)	Multiple	Yes	Yes	Yes	Yes	Yes	Yes	Yes

1 2 10 40 41



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Thank you for joining us!



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