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European Travel Commission,
World Tourism Organization, European Cities Marketing & MODUL University Vienna
cordially welcome participants to the

12th TourMIS Users' Workshop

and to the

International Seminar on Consumer Trends & Tourism

'Travel Transformation – Are We Ready?'

September 08-09, 2016

The event is kindly sponsored by:

Amadeus

Austrian National Tourist Office

Vienna Tourist Board

Venue: MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna, Austria

Local Contact: Dr. Bozana Zekan, bozana.zekan@modul.ac.at



AMADEUS

Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by the World Tourism Organization (UNWTO), European Travel Commission (ETC), European Cities Marketing (ECM), and MODUL University Vienna. We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organizations.

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, with contributions from various colleagues and practitioners, 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 Consumer Trends & Tourism on day 2 is jointly organized by ECM, ETC, and UNWTO. In today's volatile economic climate, changing consumer behaviors have an increasing impact on global commerce. The speed of consumer change, the blurring of traditional demographic boundaries, the growing power of the consumer through technology, and the nature of globalization are making trend determination and their adequate exploitation essential for success. This is particularly important for the tourism sector, where the traveler's selection of goods and services is instrumental for living an experience. In this regard, the seminar is based on the newly released ETC Study on Lifestyle Trends & Tourism which is available on the ETC corporate website. This unique seminar will provide an exceptional platform to discuss key trends that are impacting travel and tourism in the short- and long-term and will explore relevant topics such as the impact of changing consumer behavior and emerging digital technologies on the tourism sector and shifts in travel and tourism beyond relaxation. You will also learn about the future research and strategies planned by national and city destination management organizations (DMOs) in order to capitalize on the future.

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

Olivier Ponti
ECM

John Kester
UNWTO

Eduardo Santander
ETC

Karl Wöber
MODUL University Vienna

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. Vienna is an economically, politically, and culturally important metropolis with a unique charm and vibrancy. The place combines an international atmosphere with the traditional flair of its coffeehouses. It offers classical music and modern art, historic buildings and outstanding shopping opportunities, making it one of the cities with the highest quality of life.

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 marvelous 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, new media technology, 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 work flow. The choice of an environmentally-friendly venue as MU Vienna contributes to green the events.

Conference Hotel

DERAG Hotel Kaiser Franz Joseph****
Sieveringer Straße 4, 1190 Vienna
T: +43 (0) 1 329000
E-mail: Reservierung.KFJ@derag.de
<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>

Conference Organization Committee

Flavie Baudot, European Cities Marketing
Stefanie Gallob, European Travel Commission
Jennifer Iduh, European Travel Commission
Michel Julian, World Tourism Organization
John Kester, World Tourism Organization
Clemens Költringer, Vienna Tourist Board
Bettina Kuprian, Austrian National Tourist Office
Olivier Ponti, European Cities Marketing
Franziska Schmidt, MODUL University Vienna
Karl Wöber, MODUL University Vienna
Bozana Zekan, MODUL University Vienna
Angela Zettel, Vienna Tourist Board

Conference Location

MODUL University Vienna
Am Kahlenberg 1
1190 Vienna
Austria
T: +43 (0) 1 32035550
www.modul.ac.at

Contact

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AMADEUS

12th TourMIS Users' Workshop

Thursday, September 8th, 2016

Time	New Features & Developments	Speaker
9.00 - 9.30	Transfer from Hotel DERAG Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
9.30 - 10.00	Conference registration / Coffee and tea	
10.00 - 12.00	<p>Introduction to the Tourism Marketing Information System TourMIS (www.tourmis.info)</p> <p>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! TourMIS colleagues will help you to enter your statistics into the system!</p>	<p>Karl Wöber MODUL University Vienna</p> <p>Tünde Mester Hungarian Tourism Agency</p>
12.00 - 13.30	Lunch	
13.30 - 15.30	<p>Benchmarking Tourism Destinations</p> <p>This session provides examples how to generate reports by TourMIS which can help you to regularly monitor the performance of your destination. Special focus is provided to the new features which have been introduced in the system recently.</p>	<p>Karl Wöber MODUL University Vienna</p>
15.30 - 16.00	Coffee break	
16.00 - 17.30	<p>The Future Development of TourMIS</p> <p>In this workshop style session participants are invited to discuss various options for the future development of TourMIS.</p>	<p>Karl Wöber MODUL University Vienna</p>
17.30 - 18.00	Transfer to Hotel DERAG Kaiser Franz Joseph	

19.00 – 22.00	<p>For delegates who registered to this social event: Dinner at s'Pfiff Rathstraße 4, 1190 Wien http://s-pfiff.at/en/</p> <p>Pre-registration is required; late registration may not be possible.</p> <p>Transfer by bus from and to DERAG Kaiser Franz Joseph.</p>	
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International Seminar on Consumer Trends & Tourism

'Travel Transformation – Are We Ready?'

Friday, September 9th, 2016

Time	Session	Speaker
9.00 - 9.30	Transfer from Hotel DERAG Kaiser Franz Joseph to the Seminar Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
9.30 - 9.45	Conference registration / Coffee and tea	
9.45 - 10.00	Welcome	MODUL University Vienna European Travel Commission (ETC) World Tourism Organization (UNWTO)
10.00 – 11.00	KEYNOTE I: <ul style="list-style-type: none"> Tomorrow's Tourist: Simple or Fluid Identities Q&As (10') Moderator: Karl Wöber (MODUL University Vienna)	IAN YEOMAN Travel Futurist Victoria University of Wellington (Video conference)
11.00 - 11.30	Coffee break	
11.30 - 13.00	PANEL I: DIGITAL TRANSFORMATION IN TOURISM <ul style="list-style-type: none"> Destination Transformation - The Impact of Digital on Destination Marketing Organizations Understanding the Digital Travelers' Road to Decision Renting Out in the Sharing Economy: Assessing the Meaning of 'Shared Accommodation' for City Tourism New Tribes: Delivering Insights through Travel Intelligence Q&As (10') Moderator: Olivier Ponti (ECM)	NICK HALL Digital Tourism Think Tank SEBASTIEN PICHON Google DIRK SCHMÜCKER New Insights for Tourism (NIT) RAMÓN SÁNCHEZ Amadeus

13.00- 14.00	Lunch	
14:00-14:40	KEYNOTE II: ETC STUDY ON CONSUMER LIFESTYLE TRENDS & TOURISM <ul style="list-style-type: none"> ▪ ETC Study on Lifestyle Trends & Tourism - <i>Serving the Traveler of Tomorrow: The Impact of Consumer Lifestyle Trends on Future Travel to Europe</i> Q&As (10') Moderator: Jennifer Iduh (ETC)	NICK CHIARELLI & SHAINA YANG Future Foundation
14.40 - 15.30	PANEL II: ALTERNATIVES TO RELAXATION: THE HOLIDAY UPGRADE <ul style="list-style-type: none"> ▪ Creative Tourists: The New Paradigm in Travel Experience ▪ Transnational Experiences and Customer Value Q&As (10') Moderator: John Kester (UNWTO)	CAROLINE COURET Creative Tourism Network DAVID WARD-PERKINS TEAM Tourism
15.30 - 16.00	Coffee break	
16.00 – 17.10	PANEL III: TRENDS RESEARCH AND THE IMPACT ON DMOs' STRATEGIC THINKING <ul style="list-style-type: none"> ▪ Customer Care Surveys in a Tourism Destination: Torino Tourist Board Case Study ▪ Materialists, Experience Seekers or Environment Lovers? Millennials' Travel Perceptions and Preferences ▪ eVisitor - Information System for Tourist Check-in and Check-out Q&As (10') Moderator: Lyublana Dimova (ETC)	CRISTINA CERUTTI Turismo Torino PIIA RAITAVUO City of Helsinki SAŠA POPOVAC & BORIS PAVLIN Croatian National Tourist Board
17.10 - 17.20	Final remarks - European Cities Marketing (ECM)	
17.20 - 17.50	Transfer to Hotel DERAG Kaiser Franz Joseph	

TRANSPORTATION TO VIENNA

PLANE:

The closest airports are:

- Vienna Airport (VIE): <http://www.viennaairport.com/en/passengers>
- Bratislava Airport (BTS): <https://www.bts.aero/en/>

From Vienna Airport:

- Airport Taxi:
http://www.viennaairport.com/en/passengers/arrival_parking/taxis_limousines
Duration: approximately 30-45 min
Advanced booking recommended (min. one day before)!
- City Airport Train (CAT): <http://www.cityairporttrain.com/>
To: Vienna Airport to station 'Wien-Mitte' (city center)
Duration: 16 min

Prices:

	Online	Machines at the airport
Price Single	€ 11 /adult	€ 12 /adult
Price Return	€ 17 /adult	€ 19 /adult

Continue the journey by public transport/taxi (see the section on Public Transportation).

From Bratislava Airport:

- Postbus Bratislava Airport - Vienna Hauptbahnhof
Duration: approx. 2 hours
Price: Single-trip € 7.70; Return € 14.30
Continue the journey by public transport/taxi (see the section on Public Transportation).

TRAIN:

The major train stations are:

- Wien Hauptbahnhof (metro line U1)
- Wien Westbahnhof (metro line U6)
- Wien Meidling (metro line U6)

Details about train connections to and from Vienna can be found on the Austrian Federal Railways (ÖBB) website: <http://www.oebb.at/en>

TRANSPORTATION IN VIENNA

SHUTTLE SERVICE:

Transportation to and from the conference venue is provided for guests staying at the DERAG Kaiser Franz Joseph Hotel only.

PUBLIC TRANSPORTATION:

- Taxi - T: + 43 (0) 1 60160 or 40100
- Public transport: <http://www.wienerlinien.at/wl/ep/home.do?tabId=0>

TO THE VENUE:

MODUL University Vienna is located on top of Kahlenberg, a scenic hill with an altitude of 484 meters that offers a view over the entire city of Vienna.

MODUL University Vienna is linked to the metro network by bus line 38A, departing from Heiligenstadt (metro line U4). Look for the blue sign for any entrance to the metro network. Take the U4 metro line (marked in green) to the final station "Heiligenstadt". Exit the station following the signs for the buses. Once outside, you will see the stop for the 38A bus on the right-hand side.

"Kahlenberg" is the final stop on the 38A bus line (the trip takes ca. 30 minutes). The 38A bus stop at Kahlenberg is only 50 meters away from the University building.

IMPORTANT NOTE: Check the bus direction displayed on the front of the bus. Make sure that you get on a bus direction either "Kahlenberg" or "Leopoldsberg". All other destinations are just part routes of the 38A.

ACCOMMODATION

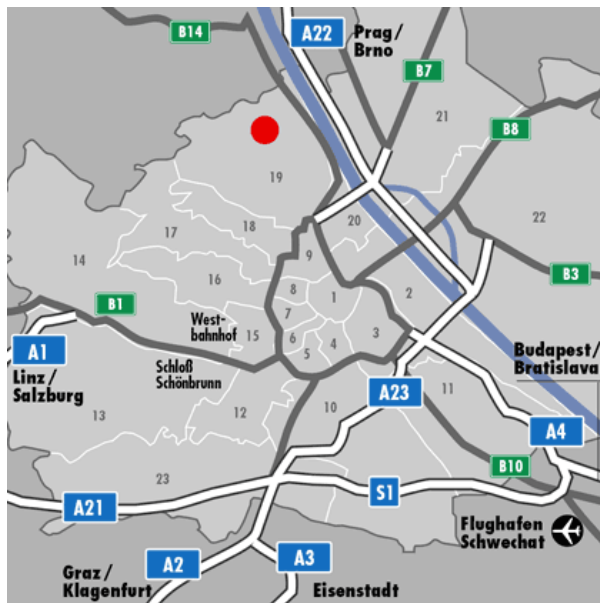
DERAG Hotel Kaiser Franz Joseph****

Sieveringer Straße 4, 1190 Vienna

T: +43 (0) 1 329000

E-mail: Reservierung.KFJ@derag.de

<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>



Hotel Kaiser Franz Joseph is situated in the "19th district", in the stylish and quiet residential area Wien "Döbling". The tram stops next to the hotel and takes you within 15 minutes to the vibrating "Ersten Bezirk" (first district).

Getting there by public transportation

... from Wien Schwechat Airport	
Airport	S7 direction 'Floridsdorf'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	Turn half left into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 60 min
By taxi	Time: ca. 40 min

... from Westbahnhof	
Westbahnhof	U6 direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the center	Turn right into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 min
By taxi	Time: ca. 20 min

... from Hauptbahnhof	
Hauptbahnhof	S1 direction 'Gänserndorf' / S2 direction 'Mistelbach' or S3 direction 'Hollabrunn'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	Turn half left into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 min
By taxi	Time: ca. 25 min

POST-CONFERENCE ACTIVITIES

Vienna is an old romantic imperial city, a city of music and art... But Vienna is also the city of a young and trendy scene, the entertainment metropolis of central Europe, with an extensive program of events - and, of course, also for families.

If you plan to extend your stay in Vienna we invite you to visit the web site: www.vienna.info for up-to-date information about what is going on in the city.

If you look for locations for traditional Austrian dinner you may want to accept our suggestions:

Restaurant Eckel

Sieveringerstraße 46, 1190 Vienna

T: +43 (0) 1 3203218

www.restauranteckel.at

Fischer Bräu

Billrothstrasse 17, 1190 Vienna

T: +43 (0) 1 3695949

<http://www.fischerbraeu.at/>

Plachuttas Gasthaus zur Oper

Walfischgasse 5-7, 1010 Vienna

T: +43 (0) 1 5122251

<http://www.plachutta.at/index.php?id=95&L=1>

Weibel's Wirtshaus

Kumpfgasse 2, 1010 Vienna

T: +43 (0) 1 5123986

www.weibel.at

Gastwirtschaft Huth

Schellinggasse 5, 1010 Vienna

T: +43 (0) 1 5135644

www.zum-huth.at