

European Travel Commission,
European Cities Marketing & Modul University Vienna
cordially welcome participants to the

16th TourMIS Users' Workshop

and to the

International Seminar on the Tourism Path to Recovery Post-COVID-19 “Building a New Tourism Ecosystem”

September 10-11, 2020

The event is kindly sponsored by:
Austrian National Tourist Office
Vienna Tourist Board

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

Local Contact: Kimberley Marr, kimberley.marr@modul.ac.at



Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by the 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, 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 the Tourism Path to Recovery Post-COVID-19 on day 2 is led by ETC. Since February/March 2020, the COVID-19 pandemic worsened in terms of its global reach, making its way to other world regions at an incredibly fast pace. COVID-19 demonstrated its disruptive power leaving many governments facing a devastating public health emergency and a financial crisis. COVID-19 emerged as a global challenge like no other and thus global support, collaboration, and understanding are required to mitigate the social and economic impact of the pandemic. The COVID-19 crisis also created many opportunities for the travel and tourism sector allowing for a new period of transformation to reshape the industry towards one that is more sustainable, more innovative, quality-driven, and that equally benefits travelers, local communities, the environment, and local economies. This seminar will provide an exceptional platform for knowledge-sharing on mitigating strategies to assist in the sustainable recovery of tourism and will also look into innovation and big data to support the exit path of the crisis.

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!

Harry Mirpuri
ECM

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 coffee-houses. 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, 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 Vienna-Westbahnhof
Europaplatz 3, 1150 Vienna, Austria
T: +43 (0) 1 359 35-0
E-mail: wien-westbahnhof@motel-one.com
<https://www.motel-one.com/en/hotels/vienna/hotel-vienna-westbahnhof/>

Conference Organization Committee

Flavie Baudot, European Cities Marketing
Lyublena Dimova, European Travel Commission
Pauline Froger, European Cities Marketing
Jennifer Iduh, European Travel Commission
Clemens Költringer, Vienna Tourist Board
Kimberley Marr, Modul University Vienna
Harry Mirpuri, European Cities Marketing
Eduardo Santander, European Travel Commission
Holger Sicking, Austrian National Tourist Office
Michael Straube, 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
<https://www.modul.ac.at/>

Contact

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16th TourMIS Users' Workshop

Thursday, September 10th, 2020

Time	Session	
9.00 - 9.30	Transfer from Motel One Wien-Westbahnhof to the Workshop Venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna	
9.30 - 10.00	Conference registration / Coffee and tea	
10.00 - 11.00	<p align="center">Introduction to the Tourism Marketing Information System - TourMIS</p> <p align="center">KARL WÖBER Modul University Vienna, Audi Max</p> <p>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.</p>	
11.00 – 12.15	<p align="center">How to become an active contributor to TourMIS</p> <p align="center">KARL WÖBER Modul University Vienna, Audi Max</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! Karl will help you to enter your statistics into the system.</p>	<p align="center">How to enter and analyze visitors to attractions and sites</p> <p align="center">BOZANA ZEKAN Modul University Vienna, R.xx</p> <p>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.</p> <p align="center">The ECM shopping barometer</p> <p align="center">BOZANA ZEKAN Modul University Vienna, R.xx</p> <p>The objective of the ECM shopping barometer is to shed light on the costs differential existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors. Bozana will explain these items and show how to become an active participant in this project.</p>
12.15 - 13.30	Lunch	

13.30 – 14.15	<p>Benchmarking tourism destinations</p> <p>Part I</p> <p>KARL WÖBER Modul University Vienna, Audi Max</p> <p>This session introduces participants to the basic analysis and reporting features. Karl will explain how to benchmark tourism demand by comparing the number of arrivals, bednights, average length of stay, and occupancy rate of a destination; how to calculate market trends and market shares, and how to retrieve graphs in TourMIS.</p>	<p>Meetings industry benchmarking on TourMIS</p> <p>JASON STIENMETZ Modul University Vienna, R.xx</p> <p>In this session Jason will present a very powerful tool that allows city tourism destinations to share and compare data on their meetings industry.</p>
14.15 – 14.45	<p>Benchmarking tourism destinations</p> <p>Part II</p> <p>KARL WÖBER Modul University Vienna, Audi Max</p> <p>Karl will explain how to calculate, monitor, and benchmark the intensity of seasonality by advanced statistical methods and how to measure the risk of a skewed (unbalanced) guest mix.</p>	<p>Estimating CO2 emissions generated by tourism in European cities</p> <p>ULRICH GUNTER Modul University Vienna, R.xx</p> <p>In this session Ulrich will present to you a model which allows tourism destinations to estimate and to monitor their CO2 emissions caused by tourists traveling to their destination.</p>
14.45 – 15.15	Coffee break	
15.15 – 16.00	<p>The ECM Benchmarking Report & The Meetings Statistics Report 2019-2020</p> <p>BOZANA ZEKAN & JASON STIENMETZ Modul University Vienna, Audi Max</p> <p>Hot off the press: Bozana and Jason will team up and present the results from the latest editions of the two key reports by ECM.</p>	
16.00 - 16.45	<p>Tourism demand simulation – Estimating the impact of COVID-19</p> <p>KARL WÖBER Modul University Vienna, Audi Max</p> <p>In this session Karl will introduce a new simulation model in TourMIS and explain how to develop scenarios for estimating the impact of COVID-19 on the development of tourism demand in European tourism destinations.</p>	
16.45 - 17.30	<p>The future development of TourMIS</p> <p>KARL WÖBER Modul University Vienna, Audi Max</p> <p>In this workshop style session participants are invited to discuss with Karl various options for the future development of TourMIS.</p>	

17.30 - 18.00	Transfer to Motel One Wien-Westbahnhof
19.00 – 22.30	For delegates who registered to this social event: Dinner at TBD. Transfer by bus from and to Motel One Wien-Westbahnhof.

**International Seminar on
the Tourism Path to Recovery Post-COVID-19
“Building a New Tourism Ecosystem”
Friday, September 11th, 2020**

Time	Session
9.00 - 9.30	Transfer from Motel One Wien-Westbahnhof 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 by Modul University Vienna & European Travel Commission (ETC)
10:00-10:30	TOURISM BEFORE AND AFTER THE COVID-19 PANDEMIC What should the industry expect in a post-COVID world? David Goodger – Tourism Economics. Q&As (10') Moderator: Modul University Vienna
10:30 – 11:00	Coffee break
11:00 – 13:00	WORKSHOP – Getting in shape for the new normal in a Post-COVID World Discussions on challenges and solutions amidst a pandemic. <ul style="list-style-type: none"> • Introduction to the workshop (15mins) • Work in groups (1h) • Sharing results (30min) Facilitator: Kairos Future
13:00 - 14.20	Family picture & lunch break
14:20-15:15	LEARNINGS FROM THE SECTOR – <i>panel discussion</i> <ul style="list-style-type: none"> • Rail Valeria Croce - Eurail • Retail Desiree Bollier- Value Retail

	<ul style="list-style-type: none"> • Accommodation Thomas Emmanuel - STR Global • Aviation <p>Q&As (15')</p> <p>Moderator: ECM</p>
15.15 - 15.45	Coffee break
15.45– 16:30	<p>LEARNINGS FROM DESTINATIONS – LEVERAGING NEW TECHNOLOGIES & BIG DATA DURING THE PANDEMIC</p> <ul style="list-style-type: none"> • “Title” Presenter – Destination • “Title” Presenter – Destination <p>Q&As (15')</p> <p>Moderator: ETC</p>
16:30 - 16.35	Final remarks by European Cities Marketing
17.00 - 17.30	Transfer to Motel One Wien-Westbahnhof

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	€ 19/adult	€ 21/adult

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

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:

Transportation to and from the conference venue (shuttle service) is provided for guests staying at Motel One Wien-Westbahnhof only.

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.

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 website <http://www.wien.info/en> 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

Sieveringer Strasse 46, 1190 Vienna

T: +43 (0) 1 3203218

<https://www.restauranteckel.at/>

Fischerbräu

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

<https://www.plachutta-oper.at/>

Der Brandstetter

Hernalser Hauptstrasse 134, 1170 Vienna

T: +43 (0) 1 4864625

<https://www.derbrandstetter.at/>

Gastwirtschaft Huth

Schellinggasse 5, 1010 Vienna

T: +43 (0) 1 5135644

<https://www.huth-gastwirtschaft.at/>