

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

## 9<sup>th</sup> TourMIS Users' Workshop

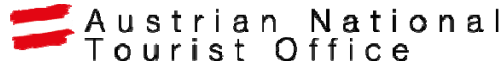
and to the

## International Seminar on Hospitality of Local Communities and Providers of Tourism Services - The Role of Dashboards, Tourism Observatories and Other Monitoring Tools

September 12-13, 2013

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

**Venue:** MODUL University Vienna, Am Kahlenberg 1, A-1190 Vienna  
**Contact:** Ms. Bozana Zekan +43 (0) 676 5630974



Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organised jointly by the European Travel Commission, European Cities Marketing and MODUL University Vienna.

We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organisations.

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 Hospitality of Local Communities and Providers of Tourism Services on day 2 is organized by European Cities Marketing. The emergence of systems capable of tracking, collecting and analyzing huge amounts of data on travelers' experiences and service quality can lead to a revolution how industry professionals manage their core capacities. As such, it is crucial for tourism organizations to better understand the benefits offered by these emerging technologies. This year's presentations and discussions will focus on the nature of data related to service quality in tourism and discuss the role of dashboards, tourism observatories and other monitoring tools, and their value in supporting the tourism industry.

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!

**Karl Wöber**  
MODUL University Vienna

**Leslie Vella**  
European Travel Commission

**Olivier Ponti**  
European Cities Marketing

## MEETING VENUE



**Austria** is located in the heart of Europe. The capital, **Vienna**, enjoys a moderate and mild climate with summer temperatures ranging from 20-30°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 undergraduate, graduate, executive and post-graduate 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  
Tel: +43 (0) 1-3 29 00-0  
e-mail: [sabine.pichler@deraghotels.de](mailto:sabine.pichler@deraghotels.de)  
<http://www.deraghotels.de/en/KFJ.htm>

### **Conference Location**

MODUL University Vienna  
Am Kahlenberg 1  
1190 Vienna  
Austria  
Phone: +43 (0)1 3203555 0  
[www.modul.ac.at](http://www.modul.ac.at)

### **Conference Organization Committee**

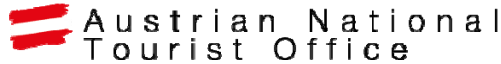
Flavie Baudot, European Cities Marketing  
Stefanie Gallob, European Travel Commission  
Bettina Kuprian, Austrian National Tourist Office  
Lidija Lalicic, MODUL University Vienna  
Irem Önder, MODUL University Vienna  
Olivier Ponti, European Cities Marketing  
Tina Roenhovde Tiller, MODUL University Vienna  
Franziska Schmidt, MODUL University Vienna  
Leslie Vella, European Travel Commission  
Karl Wöber, MODUL University Vienna  
Bozana Zekan, MODUL University Vienna  
Angela Zettel, Vienna Tourist Board

### **Contact**

Ms. Bozana Zekan  
Program Coordinator  
[bozana.zekan@modul.ac.at](mailto:bozana.zekan@modul.ac.at)  
Phone: +43 (0)1 3203555 418

Ms. Franziska Schmidt  
Event & Facility Manager  
[franziska.schmidt@modul.ac.at](mailto:franziska.schmidt@modul.ac.at)  
Phone: +43 (0) 1 3203555 110



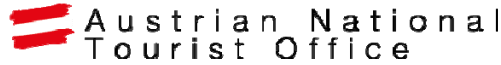


## TourMIS Users' Workshop

Thursday, 12 September 2013

Time	New Features & Developments	Speaker
9.00 - 9.30	<b>Transfer from Hotel Derag Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, A-1190 Vienna</b>	
9.30 - 10.00	<b>Conference registration Coffee and tea</b>	
10.00 - 12.00	<b>Benchmarking Tourism Destinations</b> <ul style="list-style-type: none"> <li>• Introduction to TourMIS (<a href="http://www.tourmis.info">www.tourmis.info</a>)</li> <li>• How to enter tourism statistics using the MS Excel upload feature in TourMIS</li> </ul>	<b>Karl Wöber</b> MODUL University Vienna  <b>Tünde Mester</b> Hungarian Tourism Plc.
12.00 - 13.30	<b>Lunch</b>	
13.30 - 15.30	<b>Benchmarking Tourism Destinations</b>  Presentation and discussion of important TourMIS features including: <ul style="list-style-type: none"> <li>• Capacity data tables and data entry</li> <li>• The ETC ranking of destinations based on latest available relative figures for each market</li> <li>• Measuring and comparing the average length of stay</li> <li>• Measuring and comparing seasonality in European destinations</li> <li>• The ECM shopping barometer</li> <li>• Introduction to <a href="http://www.citytourismbenchmark.com">www.citytourismbenchmark.com</a></li> </ul>	<b>Vincent Nijs</b> Toerisme Vlaanderen  <b>Karl Wöber</b> MODUL University Vienna  <b>Olivier Ponti</b> Amsterdam Marketing  <b>Irem Önder</b> MODUL University Vienna
15.30 - 16.00	<b>Coffee break</b>	

<p>16.00 - 17.30</p>	<p><b>Benchmarking Tourism Destinations</b></p> <ul style="list-style-type: none"> <li>• Measuring and benchmarking the diversity of markets</li> <li>• Development of a market in all destinations (market volume and market growth analysis)</li> <li>• Portfolio analysis: Visualizing a destinations competitive performance</li> <li>• Discussion of possible future steps in developing TourMIS</li> <li>• Summary of workshop feedback by participants</li> </ul>	<p><b>Karl Wöber</b> MODUL University Vienna</p>
<p>17.30 - 18.00</p>	<p><b>Transfer to Hotel Derag Kaiser Franz Joseph</b></p>	
<p>19.00 – 22.00</p> <p>Transfer by bus from and to the Hotel Derag Kaiser Franz Josef</p>	<p><b>For delegates who registered to this social event:</b></p> <p>Dinner at Melker Stiftskeller (at own expense, for details please see the registration form): Schottengasse 3 1010 Vienna <a href="http://www.melkerstiftskeller.at/">http://www.melkerstiftskeller.at/</a></p>	



## International Seminar on Hospitality of Local Communities and Providers of Tourism Services - The Role of Dashboards, Tourism Observatories and Other Monitoring Tools

Friday, 13 September 2013

Time	Session	Speaker
9.00 - 9.30	<b>Transfer from Hotel Derag Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, A-1190, Am Kahlenberg, 1</b>	
9.30 - 9.50	<b>Conference registration Coffee and tea</b>	
9.50 - 10.00	<b>Introductory Remarks</b>	<b>Olivier Ponti</b> Amsterdam Marketing European Cities Marketing
10.00 – 11.00	<b>Session I:</b>  <b>Opportunities and Limitations of Big Data Sets for Measuring the Value Creation Chain in Tourism</b>  <b>The Virtual Tourism Observatory</b>	<b>Prof. Daniel Fesenmaier</b> Temple University, USA  <b>Sean White</b> Tourism Intelligence Unit Office for National Statistics, UK
11.00 - 11.15	<b>Questions &amp; Answers Session I</b>	<b>Moderator: Olivier Ponti</b> Amsterdam Marketing European Cities Marketing
11.15 - 11.45	<b>Coffee break</b>	
11.45 - 12.45	<b>Session II:</b>  <b>Applications of Quality and Performance Measurement Tools for Destinations</b>	<b>Iris Zehrer &amp; Klaus Grabler</b> MANOVA, Vienna

	<b>Learning from Big Data: Monitoring Room Rates by Destinations</b>	<b>Aurkene Alzua-Sorzabal</b> CICtourGUNE, San Sebastian
12.45 - 13.00	<b>Questions &amp; Answers Session II</b>	<b>Moderator: Karl Wöber</b> MODUL University Vienna
13.00 - 14.15	<b>Lunch</b>	
14.15 - 15.45	<b>Session III: Case Studies</b>  <b>ETC Dashboard</b>  <b>BASTIS – A Collaborative Tourism Information System</b>  <b>PATAmPOWER</b>  <b>The Role of Open Data for Future Tourism and Monitoring Systems</b>	<b>Valeria Croce</b> European Travel Commission  <b>Ulf Sonntag</b> N.I.T.  <b>Alex Rayner</b> Pacific Asia Travel Association  <b>Irem Önder</b> MODUL University Vienna
15.45 – 16.00	<b>Questions &amp; Answers Session III</b>	<b>Moderator:</b> <b>Aurkene Alzua-Sorzabal</b> CICtourGUNE, San Sebastian
16.00 - 16.30	<b>Coffee break</b>	
16.30 – 17.45	<b>Session IV: Case Studies</b>  <b>Online Hotel Barometer Flanders</b>  <b>City Hospitality: A Snapshot of European Quality Performance in the Global Competition</b>  <b>Continuous Feedback Monitoring Amsterdam Style: The Way Upward!</b>	<b>Vincent Nijs</b> Toerisme Vlaanderen  <b>Frédéric Cornet</b> VISIT BRUSSELS  <b>Olivier Ponti</b> Amsterdam Marketing European Cities Marketing
17.45 – 18.00	<b>Questions &amp; Answers Session IV</b>  <b>Final Words</b>	<b>Moderator:</b> <b>Prof. Daniel Fesenmaier</b> Temple University, USA  <b>Leslie Vella</b> ETC Market Intelligence Group
18.00 - 18.30	<b>Transfer to Hotel DERAG Kaiser Franz Joseph</b>	



## TRANSPORTATION TO VIENNA

### PLANE:

The closest airports are:

- Vienna Airport (VIE) (<http://www.viennaairport.com>)
- Bratislava Airport (BTS) (<http://www.airportbratislava.sk/en/passengers/>)

### From Vienna Airport:

#### Airport Taxi

Airport Driver

(<http://www.airportdriver.at/index.php?lang=en>)

+43 1 22 8 22

TTT 24 (<http://www.ttt24.eu/>)

+43 1 7067007

CK-Airportservice

(<http://www.ck-airportservice.at>)

+43 1 444 44

Duration: approximately 30-45 min

Price: € 31-33 / car (up to 4 passengers)

Advanced booking required (min. one day before)!

#### City Airport Train (CAT) (<http://www.cityairporttrain.com/>)

To: Vienna Airport to station 'Wien-Mitte' (city centre)

Duration: 16 min

#### Prices:

	Online	Machines at airport	On board the train
Price Single	€ 11 /adult	€ 12 /adult	€ 14 /adult
Price Return	€ 17 /adult	€ 19 /adult	-

Valid ticket enables to check-in and drop baggage at the city station "Wien-Mitte".

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

### From Bratislava Airport:

#### • Postbus Bratislava Airport - Vienna Südtiroler Platz

Duration: approx. 2 hours

Price: Single-trip € 7.70; Return € 14.30

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

## **TRAIN:**

The major train stations are:

- 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 Josef Hotel only.

### **PUBLIC TRANSPORTATION:**

- Taxi: Tel: + 43 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 terminal 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

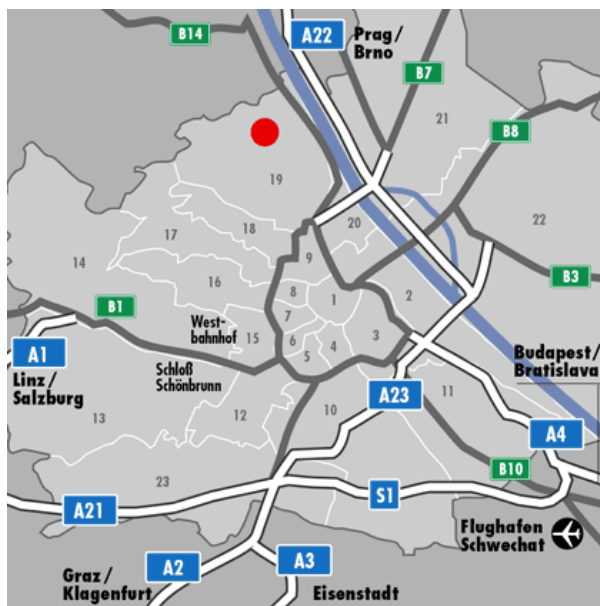
### DERAG Hotel Kaiser Franz Joseph\*\*\*\*

Sieveringer Straße 4, 1190 Vienna

Tel: +43 (0) 1-3 29 00-0

e-mail: [sabine.pichler@deraghotels.de](mailto:sabine.pichler@deraghotels.de)

<http://www.deraghotels.de/en/KFJ.htm>



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'
Stop 'Handelskai'	S45 direction 'Hütteldorf'
Stop 'Oberdöbling'	
At a crossroad with a clock in the middle	Turn half left into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 60 mins   Cost: € 4.20
By taxi	Time: ca. 40 mins   Cost: ca. € 32.00 Reservation in the hotel necessary

... from the 'Westbahnhof'	
'Westbahnhof'	U6 - direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the middle	Turn right into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 mins   Cost: € 2.20
By taxi	Time: ca. 20 mins   Cost: ca. € 14.00

... from 'Wien Meidling'	
'Wien Meidling'	U6 - direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the middle	Turn right into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 mins   Cost: € 2.20
By taxi	Time: ca. 25 mins   Cost: ca. € 20.00

## 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](http://www.vienna.info) for up-to-date information about what is going on in the city.

You can find the map of the city and suggested itineraries (<http://www.vienna.info/en/travel-info/city-map>) and search the event database to see what's on in the city at the moment.

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

### **Restaurant Eckel**

Sieveringerstraße 46, 1190 Vienna

Tel.: 320 32 18

[www.restauranteckel.at](http://www.restauranteckel.at)

### **Fischer Bräu**

Billrothstrasse 17, 1190 Vienna

Tel.: 369 59 49

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

### **d.a.s. hungerberg**

Grinzinger Allee 30, 1190

Tel.: 320 23 17

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

### **Plachuttas Gasthaus zur Oper**

Walfischgasse 5-7, 1010 Vienna

Tel.: 51 222 51

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

### **Weibl's Wirtshaus**

Kumpfgasse 2, 1010 Vienna

Tel: 512 39 86

[www.weibel.at](http://www.weibel.at)

### **Gastwirtschaft Huth**

Schellinggasse 5, 1010 Vienna

Tel.: 513 56 44

[www.zum-huth.at](http://www.zum-huth.at)