

The European Travel Commission (ETC), European Cities Marketing (ECM), the World Tourism Organization (UNWTO) and MODUL University Vienna cordially welcome destination managers and other tourism experts to the

**4th ETC & ECM
Joint TourMIS Users' Workshop
Thursday, September 11, 2008**

and to the

**ETC / UNWTO
Joint International Seminar on
Tourism Forecasting and Strategic Planning
Friday, September 12, 2008**

The workshop and seminar will take place at
MODUL University Vienna
www.modul.ac.at

The event is sponsored by
the **Austrian National Tourist Office** and the **Vienna Tourist Board**.

Final Programme attached



Dear Participant,

We would like to welcome you as a participant in the **4th ETC & ECM Joint TourMIS Users' Workshop** and the **ETC / UNWTO Joint International Seminar on Tourism Forecasting and Strategic Planning**.

We look forward to an exciting few days at the new MODUL University Vienna (www.modul.ac.at), the venue for the event.

The **TourMIS Users' Workshop** is open to data inputters and other interested users of the 'TourMIS' Tourism Marketing Information System. This will take place on the first day in room 1.09/1.10 (1st floor). At the same time the ETC Market Intelligence Committee Meeting (for ETC members only) will take place in room 1.08 (1st floor).

The **ETC / UNWTO Joint International Seminar** marks the inaugural presentation and discussion of the new *Handbook on Tourism Forecasting Methodologies*, shortly to be published by the European Travel Commission (ETC) and the World Tourism Organization (UNWTO). This will take place on the second day in room 1.09/1.10 (1st floor).

You will find the Registration desk at MODUL University Vienna on September 11 from 9.30 to 10.00 a.m. and on September 12 from 9.30 to 9.45 a.m.

Please note that your hotel will be the DERAG Hotel **Kaiser Franz Josef******, which is located in the 19th district, Sieveringer Straße 4, and can be easily reached by public transport (see page 3).

For the duration of the event, MODUL University Vienna will organize transportation between the hotel and the conference venue. The seminar rooms are equipped with IT facilities and wireless Internet connection. You are invited to bring your laptop with you for online training & experience!

The coffee breaks will be hosted by MODUL University Vienna, while the Austrian National Tourist Board and the Vienna Tourist Board will kindly sponsor the main meals for the two days (the dinner on September 12th is not included).

If you have any questions or problems during the workshop, please contact Ms. Valeria Croce (contact details below).

We are looking forward to meeting you for an interesting and challenging few days in Vienna!

Prof. Dr. Karl Wöber
President
MODUL University Vienna

Valeria Croce (contact)
Researcher and Lecturer
MODUL University Vienna
Mobile: +43 650 750 25 85
valeria.croce@modul.ac.at

ACCOMMODATION

DERAG Hotel Kaiser Franz Joseph****

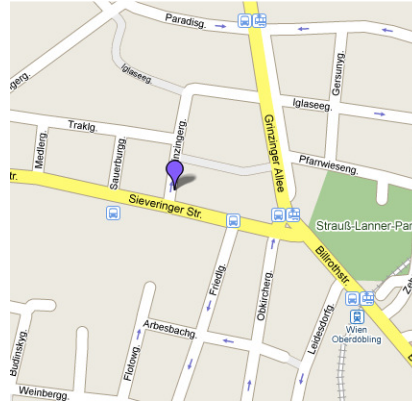
Sieveringer Straße 4, 1190 Vienna

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

Reservation Manager: Ms. Sabine Pichler

e-mail: sabine.pichler@deraghotels.de

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



Getting there by public transport

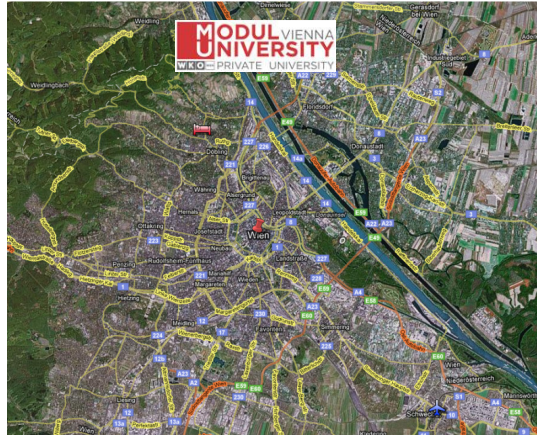
... from Wien Schwechat Airport	
Airport	S7 direction Floridsdorf
Stop: „Handelskai“	S45 direction Hütteldorf
Stop: „Oberdöbling“	
At a crossroads with a clock in the middle	Turn half left into „Sieveringer Strasse“
After approx. 50 m the hotel is situated on the right side	
By Public transportation	Time: about 60 min Cost: 3,40 Euro
By taxi	Time: about 40 min Cost: 29,50 Euro Reservation in the hotel necessary

... from Westbahnhof (main station)	
Westbahnhof (main station)	U6 direction Floridsdorf
Stop: „Nußdorfer Straße“	Tram line 38 direction Grinzing
Stop: „Sieveringer Straße“	
At a crossroads with a clock in the middle	Turn right into „Sieveringer Strasse“
After approx. 50 m the hotel is situated on the right side	
By Public transportation	Time: about 30 min Cost: 1,70 Euro
By taxi	Time: about 20 min Cost: approx. 14,00 Euro

... from Südbahnhof (southern station)	
Südbahnhof	S1 direction Gänserndorf / S2 direction Mistelbach or S3 direction Hollabrunn
Stop: „Handelskai“	S45 direction Hütteldorf
Stop: „Oberdöbling“	
At a crossroads with a clock in the middle	Turn half left into „Sieveringer Strasse“
After approx. 50 m the hotel is situated on the right side	
By Public transportation	Time: about 30 min Cost: 1,70 Euro
By taxi	Time: about 25 min Cost: approx. 20,- Euro

VENUE

MODUL University Vienna is located on the Kahlenberg, a scenic hill rising to 484 meters, and offering spectacular views over the city of Vienna.



The events will take place in the seminar rooms on the 1st floor of the University building.

Date	Event	Room
Thursday, September 11, 2008	ETC/ECM Joint TourMIS Users' Workshop	Room 1.09/1.10
Friday, September 12, 2008	ETC/UNWTO International Seminar on Forecasting and Strategic Planning	Room 1.09/1.10

All seminar rooms are equipped with IT facilities and wireless Internet connection.

Choosing MODUL University Vienna as a venue helps to “green-up” this conference. The University operates along sound ecological principles in order to minimise environmental risk and adverse effects on the environment, such as:

- Meeting or exceeding environmental legislation and standards
- Using energy efficiently
- Conserving water
- Preventing pollution
- Minimizing waste
- Using recycled materials whenever possible

MU Vienna carefully selects its suppliers and contractors, ensuring that they show a similar commitment to social and environmental principles. Ongoing communication and training builds awareness of these principles among students, faculty, contractors and partners. For more information see: <http://www.modul.ac.at/sustainability>

AIRPORT-CITY CENTRE CONNECTION

City Airport Train (CAT)

CAT offers a quick connection between Vienna (Schwechat) Airport and downtown Vienna. Every half-hour, a non-stop connection takes 16 minutes to get to and from the airport. Check-in is also possible at the City Air Terminal in the railway station "Wien-Mitte". To check which airlines offer this service, please visit the web page

<http://www.cityairporttrain.com/citycheckin/langen/>.

Vienna Airport

<http://www.viennaairport.com/jart/prj3/via/website.jart?rel=en&reserve-mode=active>

"To and from the airport"

<http://www.viennaairport.com/jart/prj3/via/website.jart?rel=en&content-id=1129903097097&reserve-mode=active>

USEFUL LINKS

INFORMATION ABOUT TICKET PRICES WILL BE AVAILABLE AT THE REGISTRATION DESK.

Vienna information service on public transportation:

<http://www.wien.gv.at/english/transportation/publictrans.htm>

Bus plan from Vienna Airport to the Westbahnhof:

http://www.oebb.at/vip8/pv/de/Downloads/Werbefolder/Folder/vienna_airport_lines_fahrplan.pdf

Vienna Subway plan:

http://www.boku.ac.at/ips/img/Rundgang/ubahnplan_en.html

Vienna public transportation route planner:

http://efa.vor.at/wvb/index_en.htm

Airport-cab "C&K taxi":

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

The cost for the transfer is **€ 29,00** (up to 4 persons) and has to be reserved in advance (either by phone: +43 1 44 444 or Internet; reservation forms can be found on the C&K webpage).

RESTAURANTS

If you plan to stay longer in Vienna, you might appreciate our suggestions for restaurants.

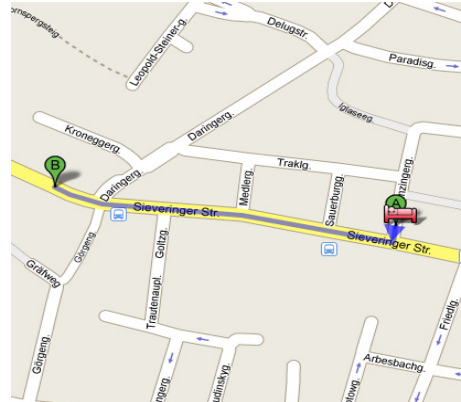
****Restaurant Eckel****

Restaurant within walking distance from the hotel offering classic Austrian cuisine in an ideal setting for both special occasions and everyday visits.

Sieveringerstraße 46 - 1190 Wien

Tel.: 320 32 18

www.restauranteckel.at



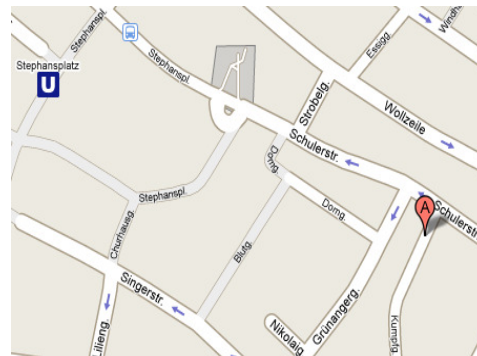
****Weibls Wirtshaus****

A small, cosy restaurant offering Austrian cuisine, located at the heart of Vienna.

Kumpfgasse 2 - 1010 Wien

Tel: 512 39 86

www.weibel.at



Getting there from your hotel:

- Walk ca. 2 minutes (ca. 0.1 km) from your hotel to the bus stop on Friedlgasse
- Take the 39 A Jaegerstrasse bus in the direction of Heiligenstadt (ca. 10 minutes) –get off the at stop “ Heiligenstadt”
- Take the U-Bahn (U4) in the direction of Huetteldorf as far as Schwedenplatz (ca. 7 minutes)
- Transfer to the U-Bahn (U1) in the direction of Reumannplatz for only one stop. Get off at Stephansplatz
- Walk from Stephansplatz to the restaurant (as shown on the map above).

continued overleaf...

**** Gastwirtschaft Huth****

Traditional Austrian and Viennese cuisine is offered in a welcoming ambiance with a nice selection of wines and beers.

Schellinggasse 5/3 - 1010 Wien

Tel.: 513 56 44

www.zum-huth.at



Getting there from your hotel:

- Walk ca. 2 minutes (ca. 0.1 km) from your hotel to the bus stop on Friedlgasse
- Take the 39 A Jaegerstrasse bus in the direction of Heiligenstadt (ca. 10 minutes) - get off at the stop " Heiligenstadt"
- Take the U-Bahn (U4) in the direction of Huetteldorf as far as Stadtpark (ca. 10 minutes)
- Walk from Stadtpark to the restaurant (as shown on the map above).

**** Palmenhaus****

Located in the Hofburg quarter of Vienna, this restaurant is famous for its beautiful and well-known "unique glass & steel construction from the turn of the century".

Burggarten 1 - 1010 Wien

Tel.: 533 10 33

www.palmenhaus.at



Getting there from your hotel:

- Walk ca. 2 minutes (ca. 0.1 km) from your hotel to the bus stop on Friedlgasse
- Take the 39 A Jaegerstrasse bus in the direction of Heiligenstadt (ca. 10 minutes) - get off at the stop " Heiligenstadt"
- Take the U-Bahn (U4) in direction of Huetteldorf as far as Karlsplatz (ca. 12 minutes)
- Walk from Karlsplatz to the restaurant (as shown on the map above).



ETC/ECM Joint TourMIS Users' Workshop

Thursday, 11 September 2008

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 (organized by MODUL University Vienna)	
9.30 - 10.00	Conference registration Coffee and tea (sponsored by MODUL University Vienna)	
10.00 - 12.00	Introduction to TourMIS <ul style="list-style-type: none"> Definitions and Methodologies for ETC and ECM data in TourMIS. Registration and data input authorization Setting up the Data Input Timetable. Entering annual and monthly data. 	Prof. Dr. Karl Wöber MODUL University Vienna and Vincent Nijs Toerisme Vlaanderen
12.00 - 13.30	Lunch (sponsored by the Austrian National Tourist Office).	
13.30 - 15.00	Benchmarking Tourism Destinations <ul style="list-style-type: none"> How to benchmark your destination's performance? How to retrieve and interpret tourism statistics. 	Prof. Dr. Karl Wöber and Valeria Croce MODUL University Vienna
15.00 - 15.30	Coffee break (sponsored by MODUL University Vienna)	
15.30 - 17.30	Benchmarking Tourism Destinations <ul style="list-style-type: none"> Measuring and comparing seasonality in European destinations. Analyzing trends in cultural tourism in Europe. Outlook on future TourMIS developments Discussion.	Prof. Dr. Karl Wöber and Valeria Croce MODUL University Vienna
17.30 - 18.00	Transfer to Hotel Derag Kaiser Franz Joseph (organized by MODUL University Vienna)	
19.15 -	Evening at a typical Viennese Heurigen / Restaurant sponsored by the Vienna Tourist Board Transfer by bus, participants will be picked up at 19.15 at Hotel Derag Kaiser Franz Josef Dress code: casual	Note: Vienna is the one and only large metropolis that grows its own wine. A Heurigen is a wine tavern, an informal place where you can experience excellent Viennese wine and a wide variety of cold and hot dishes and home-made pastries.



ETC / UNWTO
Joint International Seminar on
Tourism Forecasting and Strategic Planning
Friday, 12 September 2008

Time	New Features & Developments	Speaker
9.00 - 9.30	Transfer from Hotel Derag Kaiser Franz Joseph to the Seminar venue MODUL University Vienna, 1190, Am Kahlenberg 1 (organized by MODUL University Vienna)	
9.30 - 9.45	Conference registration Coffee and tea (sponsored by MODUL University Vienna)	
9.45 - 10.00	Introductory Remarks	Tom Ylkänen Vice-Chairman - ETC Market Intelligence Group European Travel Commission (ETC) John Kester Chief, Market Trends and Competitiveness World Tourism Organization (UNWTO)
10.00 - 11.00	<u>Session I</u> Tourism Forecasting and Strategic Planning - Theoretical Framework Presentation of the ETC/UNWTO Handbook on Tourism Forecasting Methodologies Questions & Answers	John Kester Chief, Market Trends and Competitiveness UNWTO
11.00 - 11.30	Coffee break (sponsored by MODUL University, Vienna)	
11.30 - 12.15	<u>Session II</u> Tourism Forecasting and Strategic Planning in Action Tourism Forecasting Applied to Destination Strategy Scott Sperling will provide an overview of Tourism Economics' forecast methodology and discuss its strengths and limitations. Scott will then present several	Scott Sperling Senior Economist Tourism Economics (an Oxford Economics Company)

	forecast-based tools which have enabled destinations to guide marketing strategies and set industry expectations.	
12.15- 12.45	<p>Forecasting Tourism Demand Using Quantitative Methods: Presentation of a Forecasting Model for Vienna</p> <p>Questions & Answers</p>	<p>Andreas Zins Director of MODUL Research and Ulrike Bauernfeind Assistant professor</p> <p>MODUL UniversityVienna</p>
12.45- 14.00	Lunch (kindly sponsored by the Vienna Tourist Board)	
14.00 - 15.30	<p><u>Session II (contd.)</u> Tourism Forecasting and Strategic Planning in Action (continued)</p> <p>UNWTO Future Vision: Tourism Towards 2030</p> <p>BRITAIN: VisitBritain's 'Best Prospects' Model: A Contribution to the UK's Tourism Framework Review Where should we be, which markets should we be in - and why?</p> <p>Questions & Answers</p>	<p>John Kester Chief, Market Trends and Competitiveness UNWTO</p> <p>David Edwards Tourism Trends Manager VisitBritain</p>
15.30 - 16.00	Coffee break (sponsored by MODUL University, Vienna)	
16.00- 17.30	<p>SPAIN: Turespaña's Strategic Plan for 2020</p> <p>HUNGARY: Ecostat Tourism Barometer: The Confidence Index of the Hungarian Tourism Sector</p> <p>GERMANY: BEST AGER - Senior Travellers Today and Tomorrow</p>	<p>Felix de Paz Director Spanish Tourist Office, Vienna</p> <p>Anna Adamecz Head of Dept. for Economic Analyses Ecostat, Hungary</p> <p>Ulf Sonntag Project Manager German Reiseanalyse</p>
17.30 - 18.00	Transfer to hotel Derag Kaiser Franz Joseph (organized by MODUL University Vienna)	