

ECM & ETC TourMIS Workshop

Karl Wöber - Valeria Croce

MODUL University Vienna
Department of Tourism and Hospitality Management
karl.woeber@modul.ac.at

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www.tourmis.info



- **Introduction to TourMIS**
 - 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
- **Benchmarking Tourism Destinations**
 - How to benchmark your destination's performance
 - How to retrieve and interpret tourism statistics
- **Benchmarking Tourism Destinations**
 - Measuring and comparing seasonality in European destinations
 - Analyzing trends in cultural tourism in Europe
 - Outlook on future TourMIS developments
 - Discussion

Many thanks ...

To our sponsors ...

the Austrian National Tourist Office



and

the Vienna Tourist Board



The „Home“ of TourMIS



The Gap Between Theory and Practice

'The big problem with management science models is that managers practically never used them' (1970)



John D.C. Little
MIT, Sloan School of
Management

Limitations of Market Research

- Information does not exist
- Information is not up-to-date
- Data is not comparable
- Information is too specific and therefore of limited relevance for a particular problem
- Information is not detailed enough
- Interpretation is difficult and explanation is missing
- The cost-benefit-ratio of market research studies is generally perceived as low

Why this is true for tourism managers

- Tourism managers do not know what models and/or data sources are available
 - Tourism managers are facing a variety of different data sources with deviating results and have difficulties in selecting the appropriate source
- ⇒ Tourism managers have **insufficient knowledge of methodologies and data** (*procedural and factual know-how*)

Why this is true for tourism managers

- Data is not available or up-to-date
 - Standard software solutions are unsuitable for the problem in hand and specially developed programs are too expensive
- ⇒ **Technical standards** of available systems **do not meet management requirements** in tourism

Tourism Marketing Information System

www.tourmis.info

Electronic Delivery of Market Research Information and Decision
Support Tools for the Tourism Industry



www.tourmis.info





- Provides free and easy access to tourism statistics
- Platform for tourism associations to exchange data/information/knowledge



- Supports the harmonisation of tourism statistics
- Tool to learn about the actual usage of tourism market research information
- Increases the application of management science models in tourism

History of www.tourmis.info

1984

- ANTO decides to install a Management Information System (MIS) on a mainframe computer

1990

- MIS application is transferred to a PC – 10 Austrian provincial tourism managers introduce the brand name “TourMIS”
- approx. 50 TourMIS users

1998

- TourMIS introduced on the Internet (xBASE, preformatted web pages, restricted access)

History of www.tourmis.info

1999

- ANTO decides to open the system to the public
- European Cities Tourism (ECT/ECM) starts using TourMIS as a platform to exchange tourism statistics
- New database and web site concept (SQL Server, pages dynamically generated)
- 8,700 queries answered in 1999

2000

- European Travel Commission (ETC) starts using TourMIS for exchanging tourism statistics
- Intelligent query system allows longitudinal analysis of survey data
- Competitive analysis features added to the system
- 26,000 queries answered in 2000

History of www.tourmis.info

2001

- New data source on the number of visitations of Austrian attractions
- 34,600 queries answered in 2001

2002

- New design
- 60,000 queries answered in 2002

2003

- Executive summary tool introduced
- 80,000 queries answered in 2003

History of www.tourmis.info

2004

- ETC prepares the compilation of monthly statistics on TourMIS and collects information on definitions and methodologies
- Benchmarking is made more flexible
- >100,000 queries answered by TourMIS

2005

- First TourMIS Workshops (Vienna & Brussels)

2006

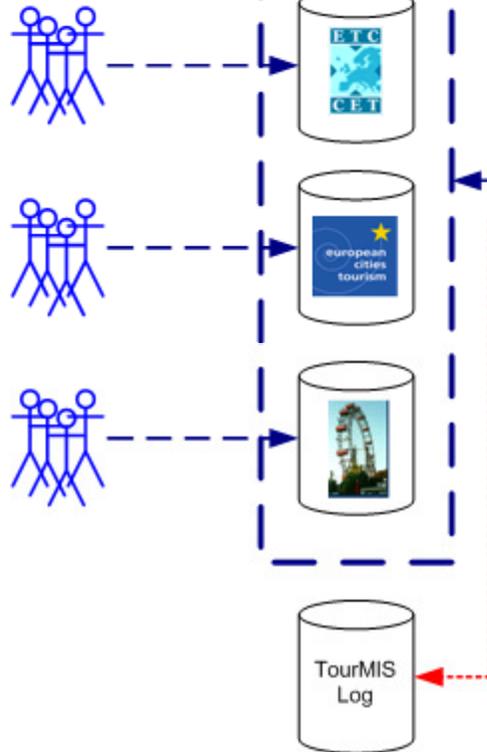
- Joint ETC & ETC (ECM) TourMIS Workshop in Budapest

2007

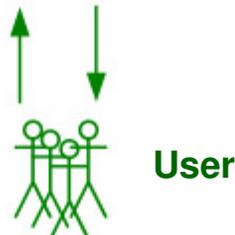
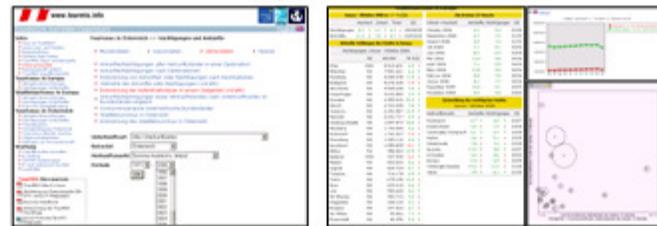
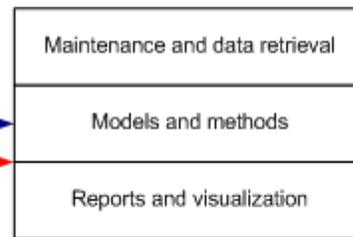
- 3rd ECM & ETC TourMIS Workshop in Vienna (50 participants, 17 different countries & 15 different European cities)
- New features for analyzing seasonality and for compiling cultural tourism statistics

Design of TourMIS

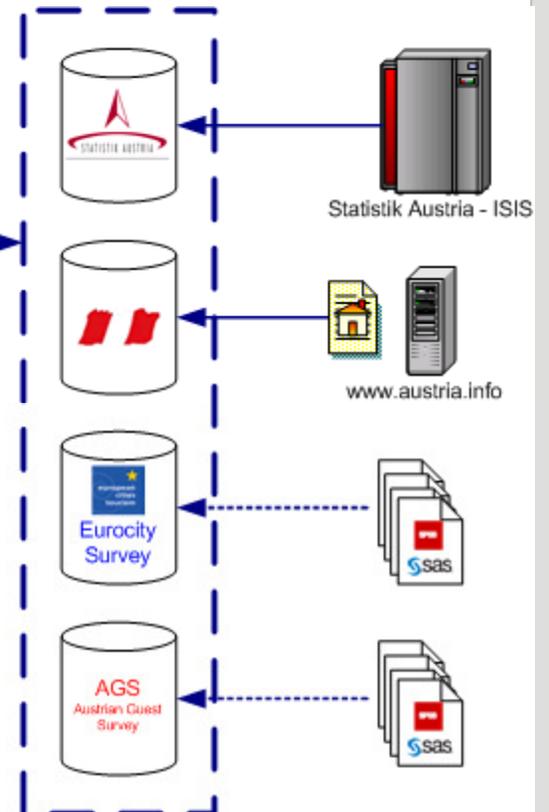
DMO Manager
(Market Research Specialists)



 **www.tourmis.info**

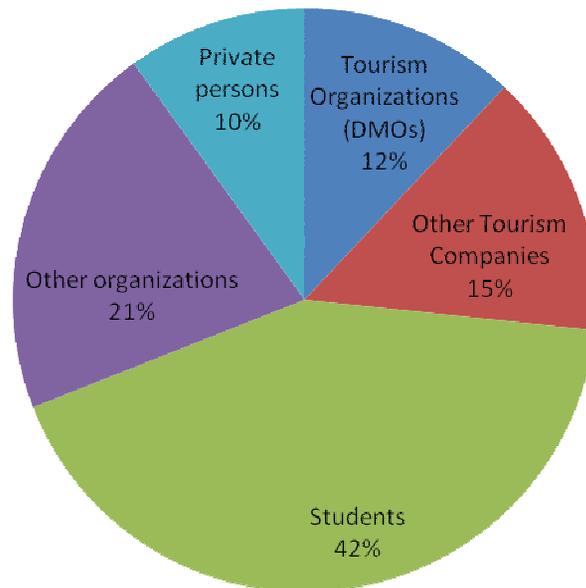


Database



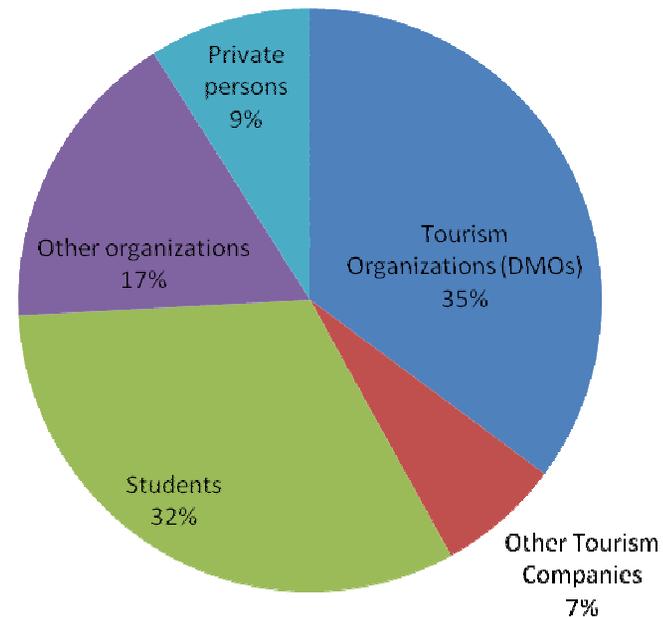
Origin of Users

TourMIS Users



13.000 registered users (8.9.2008)
1,500 active during the last 6 months

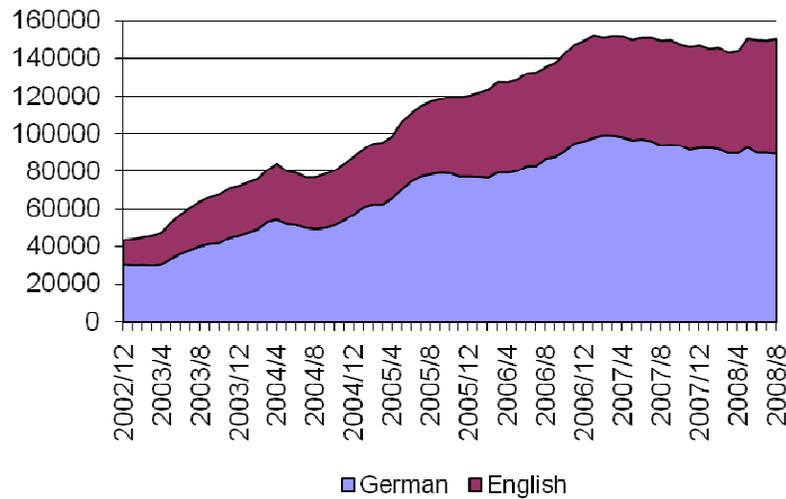
TourMIS Inquiries



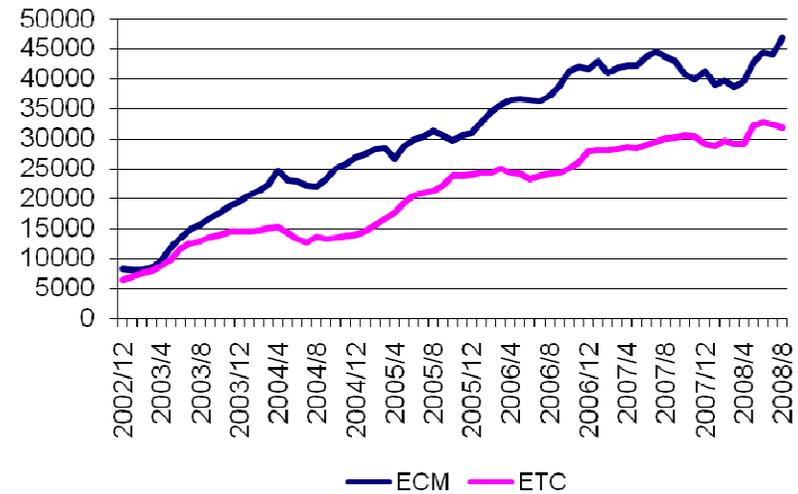
150,000 inquiries per year
12,500 per month
every 3 minutes one inquiry!

Number of Inquiries to TourMIS

Total 2002 – 8/2008



60% German, 40% English



**ECM: 46,900 (ø 3,910 per month)
31% German, 69% English**

**ETC: 31,800 (ø 2,650 per month)
38% German, 62% English**

International tourism data in TourMIS

- Arrivals
- Bednights
- 55 markets including domestic visitors
- Capacities (# of hotels and bedspaces)
- Average occupancy rate

- Annual/monthly data
- Absolute figures (and some relative figures)

Before you start entering your figures you need to check the definitions available in TourMIS and the methodologies used for generating your data in your destination!

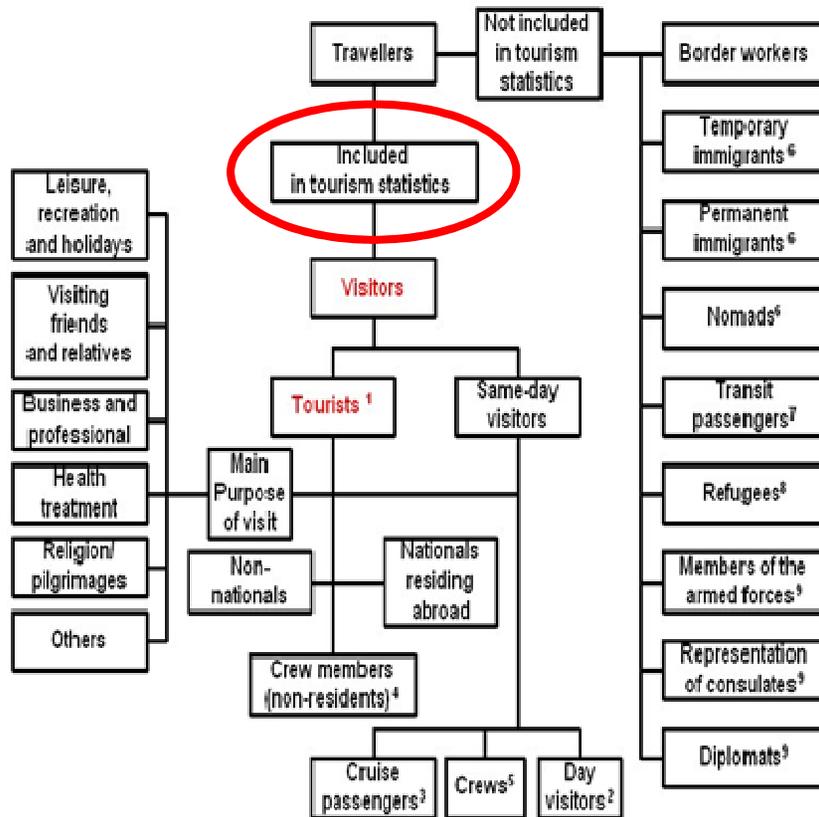
1. Concepts frequently mixed up
2. The dilemma with UNWTO definitions
3. Labels ('definitions') used for the compilation of ETC & ECM statistics in TourMIS
4. Limitations caused by incomparable international tourism data
 - What can we do?
 - How can we support common standards and definitions?

Concepts that commonly cause misunderstandings

- **Visitors vs visits vs tourists**
- **Nights vs overnights vs bednights vs roomnights**
- **All vs collective vs commercial vs private forms of accommodation**
- **Hotels and similar forms of accommodation: What is included in 'similar'? Any minimum size?**
- **What is city tourism? When is a region defined as a city? How can we define the limits of a city?**

- **UNWTO & Eurostat vs commonly used standards**
- **Which standards meet the interests of**
 - **The industry/managers (for marketing planning) ?**
 - **The politicians (for economic analysis) ?**
- **What is the appropriate methodology to measure what we have defined?**

UNWTO Definition



¹ Visitors who spend at least one night in the country visited, but less than one year.

² Visitors who arrive and leave the same day for leisure, recreation and holidays; visiting friends and relatives; business and professional health treatment; religion/pilgrimages and other tourism purposes, including transit day visitors en route to or from their destination countries.

³ Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organization (IMO), 1965) and who spent the night aboard ship even when disembarking for one or more day visits.

⁴ Foreign air or ship crews docked or in lay over and who use the accommodation establishments of the country visited.

⁵ Crews who are not residents of the country visited and who stay in the country for the day.

⁶ As defined by the United Nations.

⁷ Who do not leave the transit area of the airport or the port, including transfer between airports or ports.

⁸ As defined by the United Nations High Commission for Refugees, 1967.

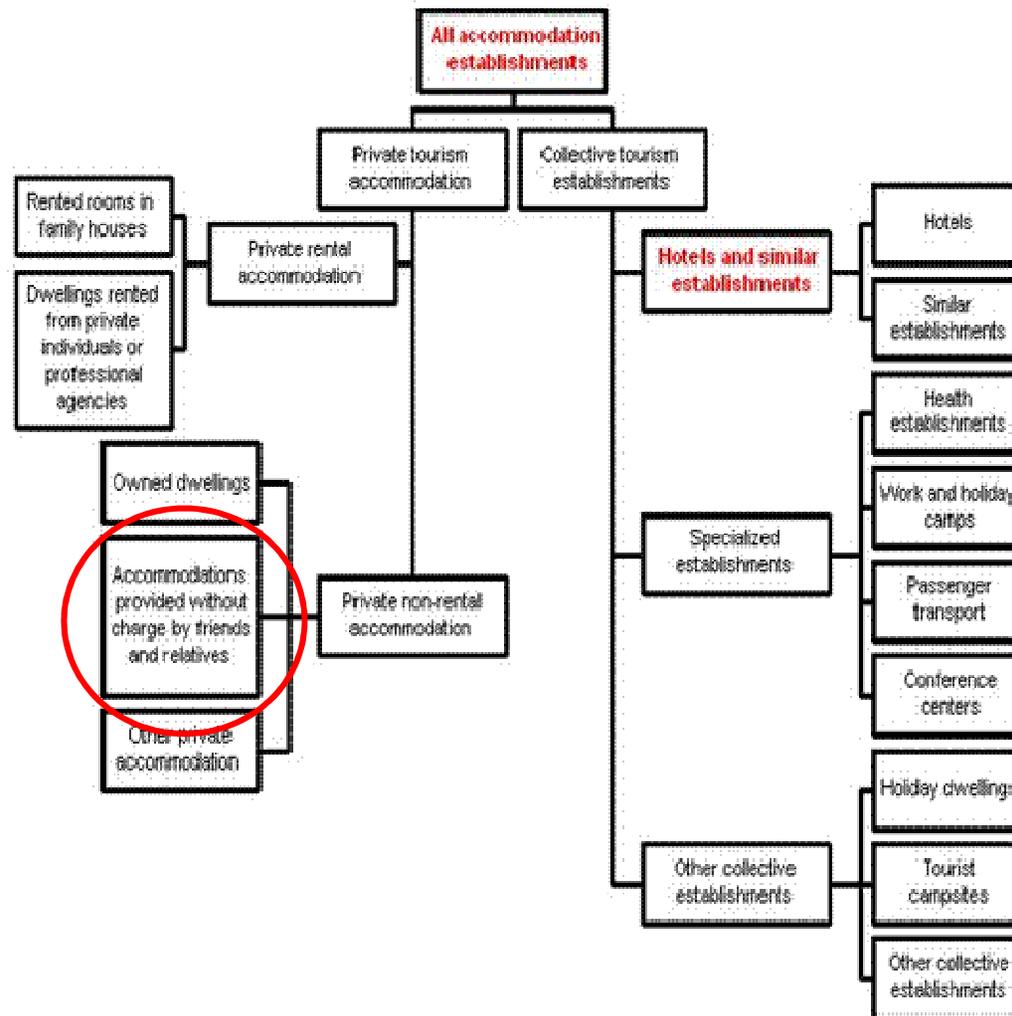
⁹ When they travel from their country of origin to the duty station and vice-versa (including household servants and dependants accompanying or joining them).

- A **visitor** is any person who travels to a place other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
- A **same-day-visitor** is a visitor who does not spend a night in a collective or private accommodation in the place visited.
- A **tourist** is a visitor who stays at least one night in a *collective* or *private accommodation* in the place visited.
- Both tourists and same-day visitors are visitors. Hence, number of visitors = number of tourists + number of same-day-visitors. Therefore, the number of tourists is always a proportion of the number of visitors.

Problems with this definition ...

- A **visitor** is any person who travels to a place other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
- Very wide definition which includes activities & people which are less relevant for many actors in the industry
- Measuring this definition is difficult. It is either very expensive or inaccurate
- There are only a few destinations in the world which compile data following (more or less) this definition: US, Canada, UK, Ireland
- Practically all continental European countries are using data compiled from suppliers of paid forms of accommodation

Classification of Accommodation Establishments



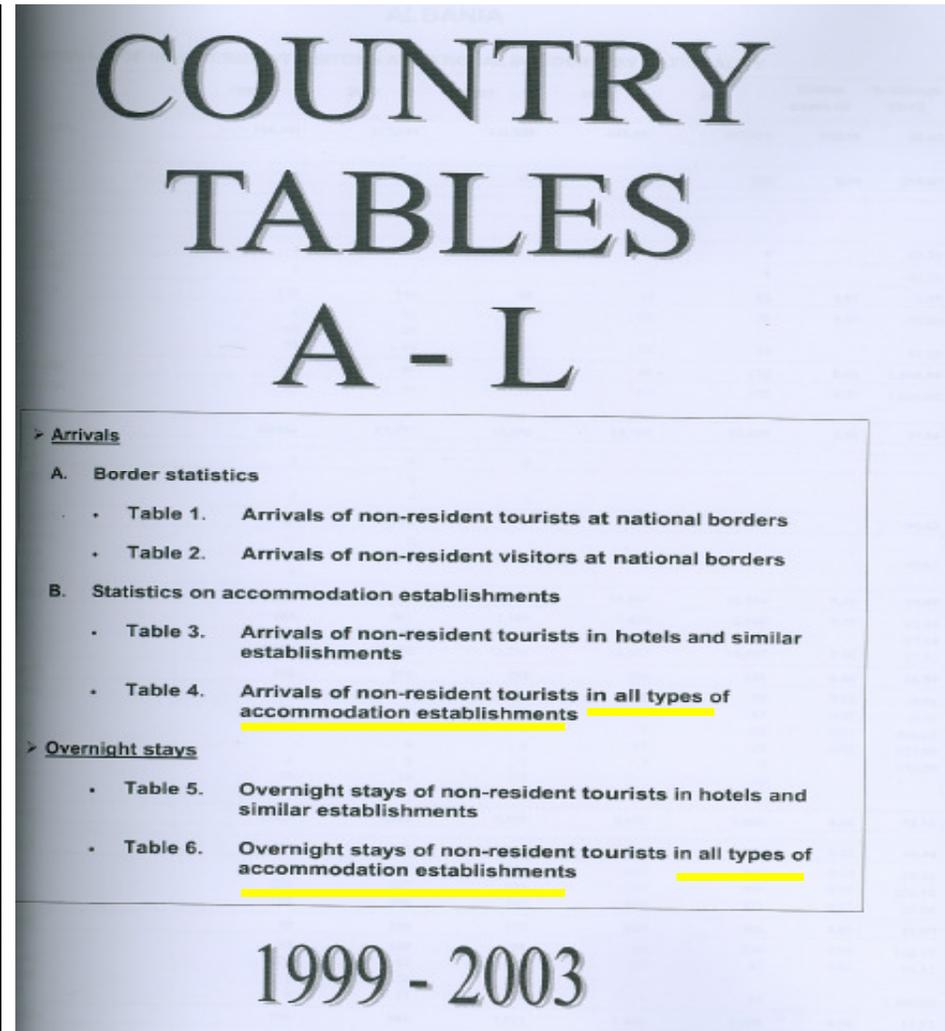
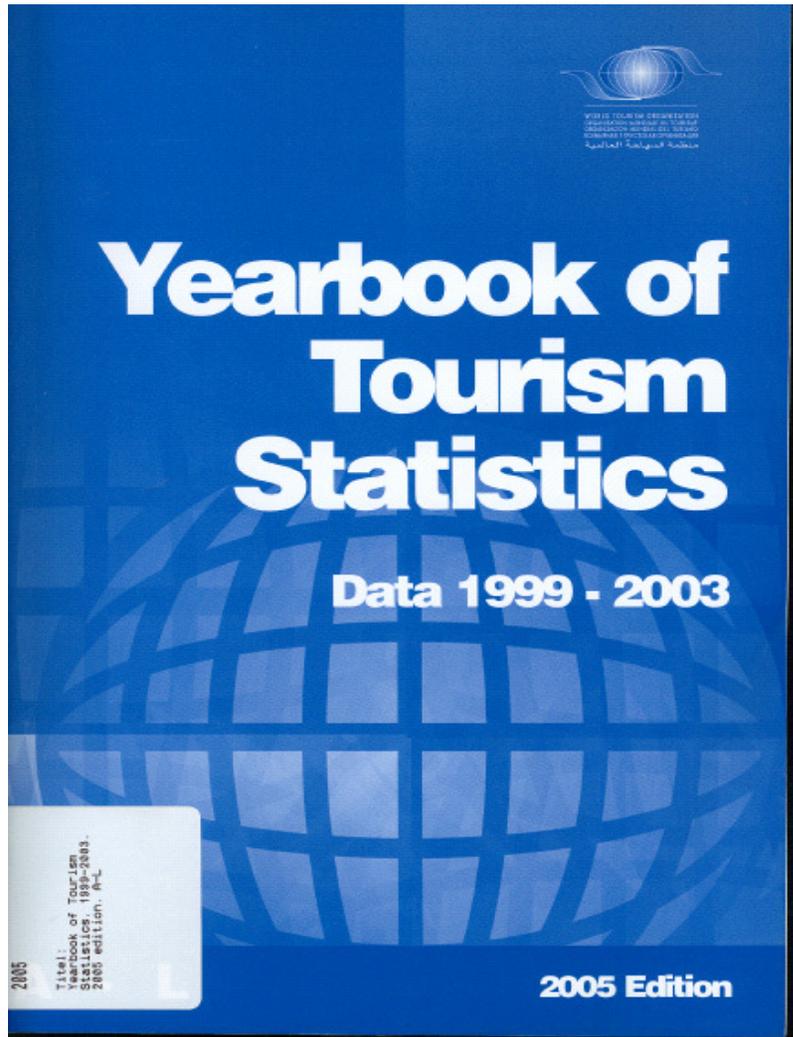
“Hotels and Similar” vs “All” forms of accommodation

- **All accommodation** establishments include private accommodations and collective establishments. **Private accommodations** include private rental and non-rental accommodation (i.e. rented and/or owned). **Collective establishments** include hotels and similar establishments (motels, etc.), specialized establishments (holiday camps, conference centers, etc.) and other collective establishments (tourist campsites, holiday dwellings, etc.).
- **Hotels and similar establishments** is one type of collective tourism establishment, only including hotels and similar establishments.

⇒ Many destinations label their data ,Hotels and similar establishments‘ although the data refers to ,collective forms of accommodation‘!

⇒ Almost all destinations in Europe do not include private (non-rental) accommodation in their ,All accommodation‘ definition!

Many misunderstandings ... one example ...



Wrong !

AUSTRIA

ARRIVALS OF NON-RESIDENT TOURISTS IN ALL TYPES OF ACCOMMODATION ESTABLISHMENTS, BY COUNTRY OF RESIDENCE

	1999	2000	2001	2002	2003	Market share 03	% change 03-02
DENMARK	185,338	186,306	201,673	207,338	213,970	1.12	3.20
FINLAND	51,641	50,011	55,288	52,956	53,132	0.28	0.37
IRELAND	4,110	4,185	4,718	4,062	4,918	0.03	21.07
ISRAEL	23,855	26,219	32,798	36,053	39,666	0.21	10.02
NORWAY	48,797	47,367	48,162	53,400	51,404	0.27	-3.74
SWEDEN	162,279	172,044	163,425	160,838	157,280	0.82	-2.21
UK	595,988	666,616	645,513	684,839	662,739	3.47	-3.23
SOUTHERN EUR	1,370,327	1,345,654	1,400,405	1,426,855	1,542,405	8.08	8.10
CROATIA	64,932	68,506	71,155	70,335	74,251	0.39	5.57
GREECE	49,240	54,717	60,217	61,774	66,726	0.35	8.02
ITALY	956,015	911,030	964,248	995,182	1,089,554	5.71	9.48
PORTUGAL	23,209	25,413	22,835	22,987	22,412	0.12	-2.50
SLOVENIA	62,124	61,501	58,353	62,833	68,139	0.36	8.44
SPAIN	189,801	196,240	195,042	183,220	193,258	1.01	5.48
SERBIA MTNEG	25,006	28,247	28,555	30,524	28,065	0.15	-8.06
EASTERN EUR	12,486,531	12,679,841	12,939,552	13,331,914	13,642,132	71.51	2.33
BELGIUM	351,808	349,391	360,203	374,183	391,463	2.05	4.62
FRANCE	455,240	386,828	385,296	406,251	436,088	2.29	7.34
GERMANY	9,844,027	9,990,133	10,144,870	10,349,377	10,467,992	54.87	1.15
LUXEMBOURG	27,754	30,756	32,347	34,509	39,809	0.21	15.36
NETHERLANDS	1,110,755	1,185,856	1,238,240	1,350,212	1,418,402	7.43	5.05
SWITZERLAND	696,947	736,877	778,596	817,382	888,378	4.66	8.69
EASTMED EUR	104,092	90,228	86,122	75,448	78,824	0.41	4.47
ISRAEL	80,200	62,621	64,452	52,419	53,396	0.28	1.86
TURKEY	23,892	27,607	21,670	23,029	25,428	0.13	10.42
MIDDLE EAST	25,030	28,858	33,320	28,524	37,667	0.20	32.05
MIDDLE EAST	25,030	28,858	33,320	28,524	37,667	0.20	32.05
ALL MID EAST	25,030	28,858	33,320	28,524	37,667	0.20	32.05
SOUTH ASIA	30,685	35,357	32,159	39,011	29,619	0.16	-24.08
SOUTH ASIA	30,685	35,357	32,159	39,011	29,619	0.16	-24.08
ALL STH ASIA	30,685	35,357	32,159	39,011	29,619	0.16	-24.08
WORLD NOT SPEC	233,104	240,635	240,504	293,209	378,090	1.98	28.95
WORLD SPECIFIC	233,104	240,635	240,504	293,209	378,090	1.98	28.95
TH.WORLD	233,104	240,635	240,504	293,209	378,090	1.98	28.95

Source: World Tourism Organization (WTO)

AUSTRIA

OVERNIGHT STAYS OF NON-RESIDENT TOURISTS IN ALL TYPES OF ACCOMMODATION ESTABLISHMENTS, BY COUNTRY OF RESIDENCE

	1999	2000	2001	2002	2003	Market share 03	% change 03-02
DENMARK	872,243	879,428	952,727	980,480	988,497	1.14	0.82
FINLAND	179,128	174,282	187,040	180,242	182,944	0.21	1.50
IRELAND	13,408	12,007	14,348	13,419	18,255	0.02	36.04
ISRAEL	113,403	123,436	153,277	170,344	184,795	0.21	8.48
NORWAY	161,597	156,850	159,323	171,308	165,300	0.19	-3.51
SWEDEN	636,131	677,689	650,494	648,843	626,818	0.73	-3.39
UK	2,783,265	3,066,014	3,037,481	3,241,213	3,200,117	3.71	-1.27
SOUTHERN EUR	3,850,435	3,737,587	3,906,121	4,023,567	4,294,214	4.97	6.73
CROATIA	232,732	247,905	253,515	256,733	277,505	0.32	8.09
GREECE	169,127	147,954	171,282	178,654	195,782	0.23	9.59
ITALY	2,676,557	2,533,556	2,684,224	2,812,364	3,003,822	3.48	6.81
PORTUGAL	60,576	62,156	57,319	61,111	60,055	0.07	-1.73
SLOVENIA	202,707	200,997	189,375	196,711	215,881	0.25	9.75
SPAIN	463,029	452,165	468,963	437,630	468,772	0.54	7.12
SERBIA MTNEG	66,880	71,681	75,443	80,364	72,397	0.08	-9.91
WESTERN EUR	66,880,727	66,278,442	67,268,474	68,983,030	68,955,762	79.86	-0.04
BELGIUM	2,100,264	2,034,904	2,076,844	2,185,364	2,249,672	2.61	2.94
FRANCE	1,723,277	1,460,816	1,443,226	1,561,654	1,612,031	1.87	3.23
GERMANY	53,091,546	52,333,706	52,786,420	53,521,157	52,804,677	61.15	-1.34
LUXEMBOURG	170,480	181,484	188,640	203,598	231,676	0.27	13.79
NETHERLANDS	7,012,862	7,375,532	7,681,520	8,226,126	8,517,981	9.86	3.55
SWITZERLAND	2,782,298	2,892,000	3,091,824	3,285,131	3,539,725	4.10	7.75
EASTMED EUR	310,558	262,925	263,456	247,717	254,716	0.29	2.83
ISRAEL	237,569	175,489	193,862	177,482	181,096	0.21	2.04
TURKEY	72,986	87,436	69,594	70,235	73,620	0.09	4.82
MIDDLE EAST	91,063	111,988	128,804	115,071	138,398	0.16	20.27
MIDDLE EAST	91,063	111,988	128,804	115,071	138,398	0.16	20.27
ALL MID EAST	91,063	111,988	128,804	115,071	138,398	0.16	20.27
SOUTH ASIA	56,407	57,783	48,115	58,196	48,836	0.06	-16.08
SOUTH ASIA	56,407	57,783	48,115	58,196	48,836	0.06	-16.08
ALL STH ASIA	56,407	57,783	48,115	58,196	48,836	0.06	-16.08
WORLD NOT SPEC	591,787	601,819	601,112	693,732	926,058	1.07	33.49
WORLD SPECIFIC	591,787	601,819	601,112	693,732	926,058	1.07	33.49
TH.WORLD	591,787	601,819	601,112	693,732	926,058	1.07	33.49

Source: World Tourism Organization (WTO)

NOTES: 1999 - 2003

4. ARRIVALS OF NON-RESIDENT TOURISTS IN ALL TYPES OF ACCOMMODATION ESTABLISHMENTS, BY NATIONALITY

HUNGARY TOTAL COLLECTIVE ACCOMMODATION ESTABLISHMENTS.

NOTES: 1999 - 2003

Also wrong !

4. ARRIVALS OF NON-RESIDENT TOURISTS IN ALL TYPES OF ACCOMMODATION ESTABLISHMENTS, BY COUNTRY OF RESIDENCE

AUSTRIA TOTAL INCLUDING PRIVATE ACCOMMODATION.

BELGIUM TOTAL HOTEL ESTABLISHMENTS, CAMPINGS, HOLIDAY CENTRES, HOLIDAY VILLAGES AND SPECIFIC CATEGORIES OF ACCOMMODATION.

CROATIA TOTAL INCLUDING ARRIVALS IN PORTS OF NAUTICAL TOURISM.

DENMARK TOTAL INCLUDING CAMPING SITES WITH MORE THAN 74 UNITS ONLY.

GERMANY CHINA INCLUDING HONG KONG, CHINA.

JAMAICA TOTAL INCLUDING NATIONALS RESIDING ABROAD.

LUXEMBOURG TOTAL HOTELS, INNS, GUEST HOUSES, YOUTH HOSTELS, PRIVATE TOURIST LODGINGS, CAMPING SITES AND OTHERS.

How can we measure the definitions?

Observation		
	Strengths	Weaknesses
<i>Counting visitors at tourist sites, airports, train stations, highways ...</i>	<ul style="list-style-type: none"> • Reasonable costs • Trends and seasonality information 	<ul style="list-style-type: none"> • Difficult to segregate visitors from locals (only possible at paid sights where postal code could be asked) • Only estimation on quantity of visitors • Not amenable for aggregation since population is unknown

Survey among visitors		
	Strengths	Weaknesses
<i>Survey collected from visitors - at tourist sites, conference facilities, airports, train stations, main entry points to city and accommodations</i>	<ul style="list-style-type: none"> • Highly informative information (amenable for all kinds of analysis) • Estimation of visitors including same-day visitors, VFR and domestic • Trends and seasonality information • Segregation possible (for example business versus leisure travel) 	<ul style="list-style-type: none"> • Too expensive for most destination management organizations • Survey instruments vary significantly – information difficult to compare • Difficult organization (requires highly professional staff; knowledge intensive - sophisticated sampling and survey methods; identification of the appropriate sample; data in various languages) • Not amenable for aggregation by itself (since population is unknown – combination with other data is necessary) • Bias • Poor levels of response • Inaccurate information (memory of visitor - plans may change after the interview)

Source: Ostertag 2007

How can we measure the definitions?

Survey among commercial accommodation establishments

Survey among commercial accommodation establishments

- Commonly used methodology in Europe
 - Information on basic population usually available (amenable for aggregation) → facilitates organization of the survey
 - Easy to implement in small regions
 - Allows estimation of tourist bednights and levels of utilization of accommodation facilities (occupancy ratio)
 - Information on domestic travel could be generated
 - Additional information on business travel could be generated (if conference facilities are included)
 - Trends and seasonality information
 - Reasonable costs
- Does not yield estimates of total movement (only tourists in commercial accommodation - does not measure people visiting and staying with friends and relatives and same-day visitors)
 - Participation and cooperation of accommodation suppliers necessary
 - Errors due to tax evasion possible
 - Multiple counting
 - Many destinations do not report tourists staying in very small places of commercial accommodation
 - Identification of the appropriate sample

Estimation on the basis of regional/national statistics

	Strengths	Weaknesses
<i>Estimation</i>	<ul style="list-style-type: none"> • No separate data collection necessary • Reasonable costs 	<ul style="list-style-type: none"> • Inaccurate • Not comparable and not reliable • Requires highly professional staff

Source: Ostertag 2007

How can we measure the definitions?

Official statistics		
	Strengths	Weaknesses
<i>Census</i>	<ul style="list-style-type: none"> • Yields estimates of domestic trips, VFR • Yields estimates of expenditure and economic contribution • Amenable for all kinds of analysis 	<ul style="list-style-type: none"> • Sophisticated sampling and survey methods
<i>Embarkation or debarkation forms or information recorded by border control officials</i>	<ul style="list-style-type: none"> • Highly controlled consistent information • Information on nationality or country of origin can be evaluated • VFR • Relatively inexpensive 	<ul style="list-style-type: none"> • Not amenable for all city tourism statistics!! • Information may change between entering and leaving the destination • Not much information can be generated, for example no inbound data
<i>Official governmentally regulated registration of visitors at all commercial accommodation establishments</i>	<ul style="list-style-type: none"> • Same strengths as unofficial regulated registration of visitors at commercial accommodation establishments but with the advantage that participation of the accommodation suppliers is legally assured 	<ul style="list-style-type: none"> • Same weaknesses as unofficial regulated registration of visitors at commercial accommodation establishments but with the problem that errors due to tax evasion are more probable

Source: Ostertag 2007

How are overnights collected?

The number of (over-)nights a tourist spends at a place of accommodation can be measured in:

1. **Bed-nights**, the number of beds/('heads per night') occupied in accommodation establishments; or
 2. **Room-nights**, the number of rooms occupied in accommodation establishments.
- The number of room-nights is always less than the number of bed-nights.
 - The number of bed-nights divided by the number of room-nights is the **double-room rate**.
 - The number of bed-nights divided by the number of arrivals at the same accommodation establishments is the **average length of stay**.

How can occupancy rate be defined?

- Together with information about the accommodation establishments' capacities (C), number of beds or number of rooms; bed-nights or room-nights (N) can be used for calculating **bed-** or **room-occupancy** (O), respectively. The average occupancy over a specific period (p), usually number of days, can be calculated by:

$$O = N / C * p$$

- **Note:** Most publications on annual occupancy rates by national statistical offices use 360 days or the number of opening days (p).
- **Problem:** Variations in capacity during a period

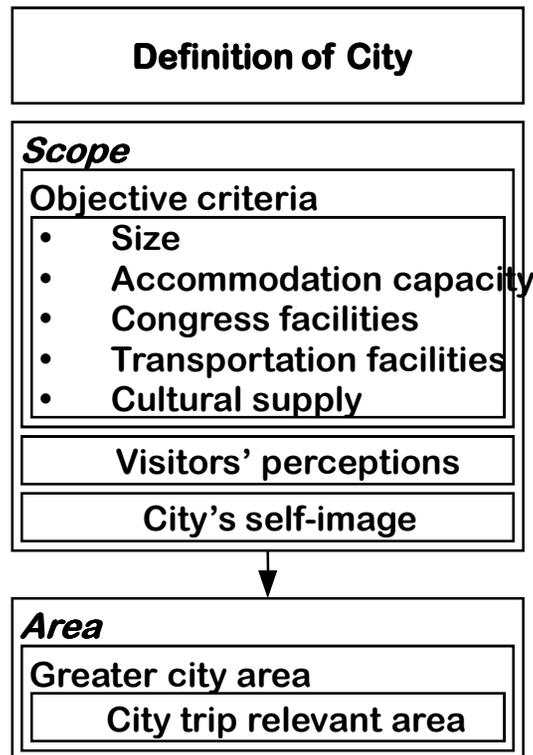
A few questions to think about ...

- Hotels or similar vs collective/paid vs all forms?
- Bednights or roomnights?
- Do bed/roomnights (arrivals at the place of accommodation) also include small units?
- Does your figures include data generated by unpaid forms of accommodation (VFR)?
- Does capacity information (# of accommodation suppliers, # of bedspaces) cover the same units than numbers on arrivals and/or bednights?
- **For city tourism:** Do your statistics cover the neighbouring region or the „city area“ only??

12 measures compiled by ETC

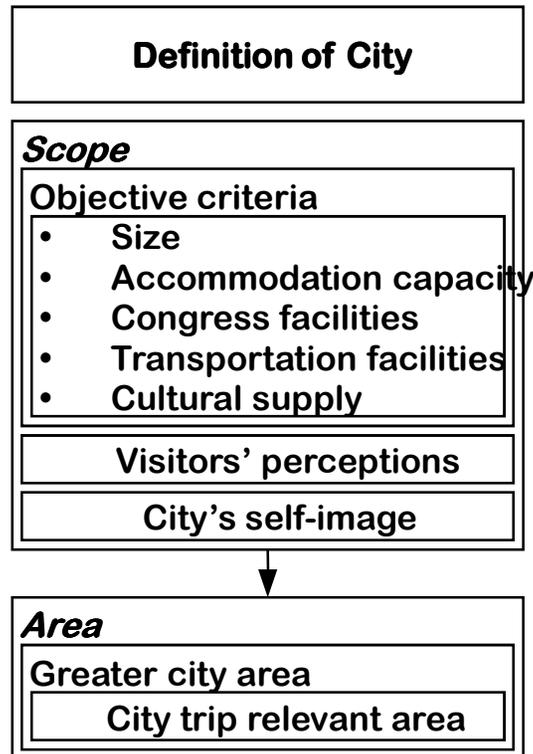
1. Arrivals of visitors at frontiers
2. Arrivals of tourists at frontiers
3. Arrivals of tourists in all paid forms of accommodation establishments
4. Arrivals of tourists in hotels and similar establishments
5. Bednights of tourists in all paid forms of accommodation establishments
6. Bednights of tourists in hotels and similar establishments
7. Number of all paid forms of accommodation establishments
8. Number of bedspaces in all paid forms of accommodation establishments
9. Average occupancy rate in all paid forms of accommodation establishments
10. Number of hotels and similar establishments
11. Number of bedspaces in hotels and similar establishments
12. Average occupancy rate in hotels and similar establishments

What is City Tourism?



- **Criteria to become a member of ECM**
 - More than 100,000 inhabitants
 - More than 3,000 beds in commercial accommodation
 - Conference facilities
 - A significant monumental and historic heritage
 - Cultural events
- **Other criteria**
 - Visitors' perceptions
 - Survey
 - Avg length of stay < 3
 - Self-image

What are the boundaries of a city?

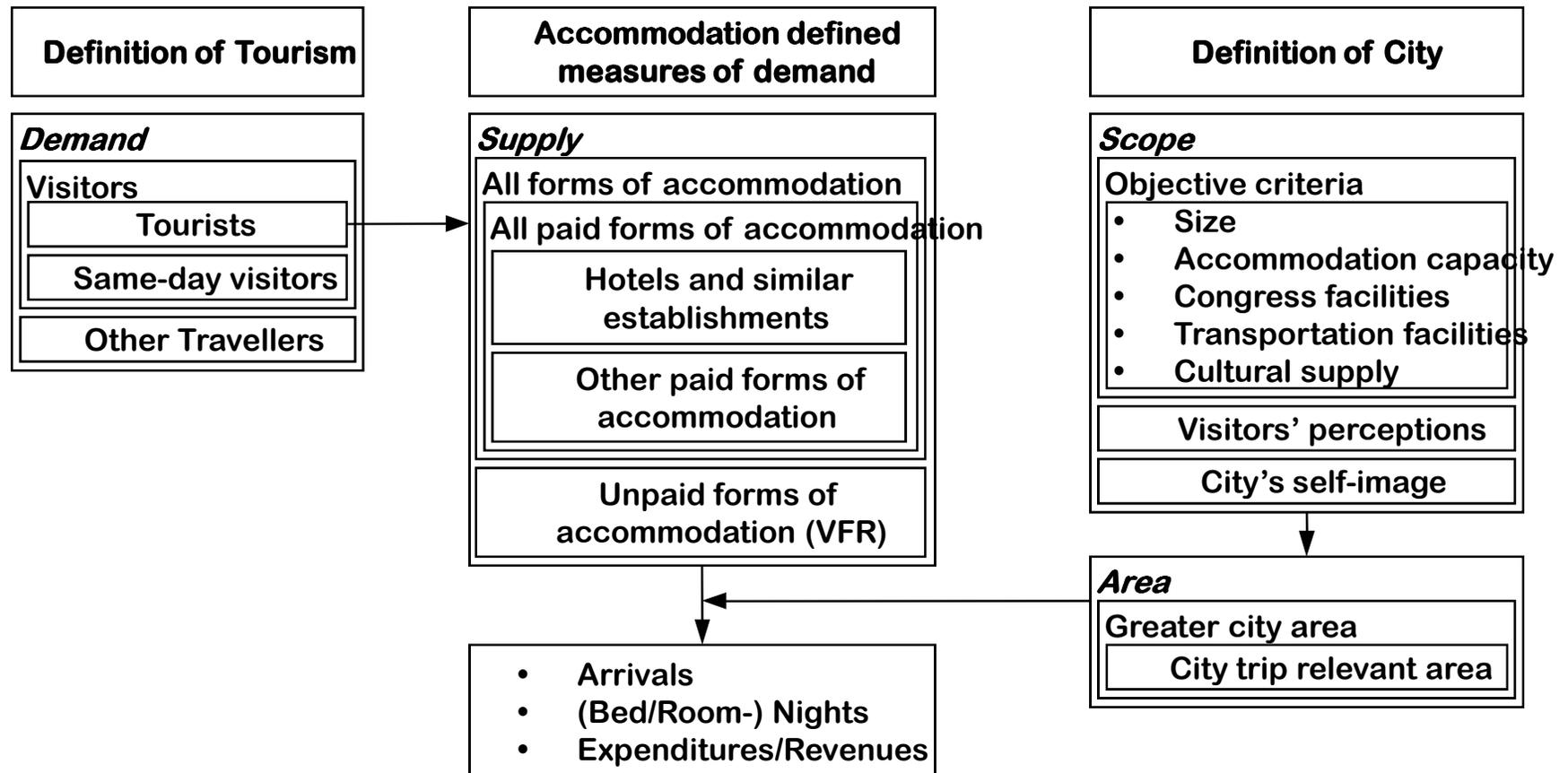


- **Definitions discussed by ECM**
 - Political city limits
 - City area defined by the population density
 - Area defined by the places usually visited by city break visitors
 - Area accessible by public transportation from the city center (within a certain period of time)
 - Limits defined by the responsibility of the local tourist office

26 measures compiled by ECM

Subject	Type of accommodation	Area/Scope	VFR	Arrivals	Bednights	Accomm. units	Bedspaces	Avg annual bed-occupancy
Visitors		Greater city		1				
		Inner city		2				
Tourists	all forms	Greater city	Exclusive	3	9	15	19	23
			Inclusive	4	10			
		Inner city	Exclusive	5	11	16	20	24
			Inclusive	6	12			
	Hotels and similar	Greater city		7	13	17	21	25
		Inner city		8	14	18	22	26

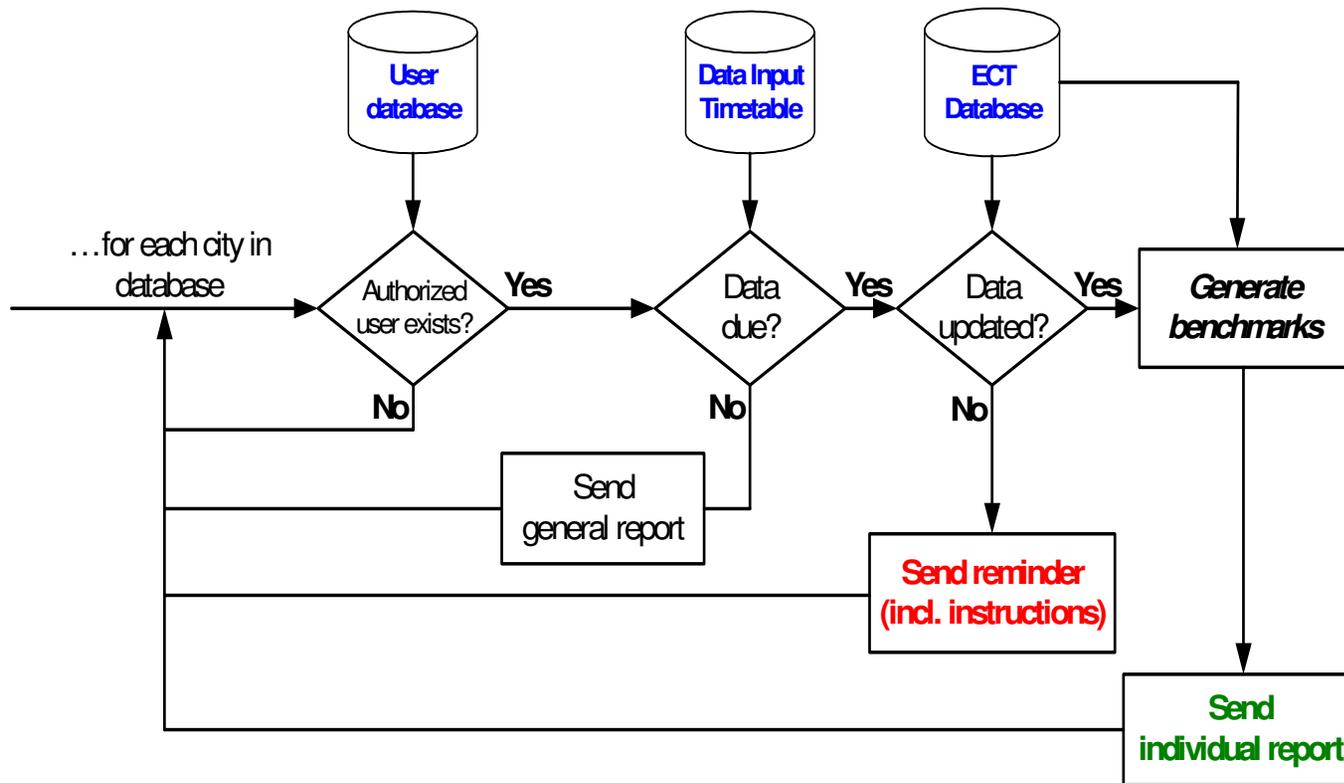
Framework on (City) Tourism Statistics



Registration: Authorized Persons should ...

- ... have at least a minimum knowledge on tourism statistics in his/her region (particularly where to get information and how to read and interpret these tables);
- own a personal e-mail address (not an 'office address' like office@modul.ac.at) and have access to the Internet at his/her desk;
- be registered on TourMIS;
- be willing to enter statistics on a regular basis.

The Maintenance Concept



Demo: How to enter data into the system

- Registration & data input authorization
- Setting up the “Data Input Timetable”
- Entering data using the online form

Vincent Nijs (Tourist Office for Flanders)

- Entering data using MS Excel

- **Retrieving data from TourMIS**
- **How to benchmark the performance of your destination**
- **Summary on data input status**

- **Seasonality analysis in European destination**
- **Statistics on cultural tourism in Europe**

- **Discussion on future developments**

- Retrieving data and graphs
- Downloading data to your PC

- Annual and monthly tables
- Executive Summary
- How to review the data input status of other members
- Persons to contact in case of questions concerning certain time-series
- Possibilities and limits in interpretation

Are comparisons possible?

- Read (and question!) definitions when available!
- Compare absolute figures only when other destinations provide figures for the same category (avoid rankings)
- Use relative figures for comparisons and rankings
- If possible, compare yourself with several other destinations
- Use Median instead of Arithmetic Mean if you aggregate information from more than one destination (as TourMIS does)

Destination	Example 1	Example 2
A	3,2%	3,2%
B	-12,0%	-12,0%
C	1,2%	1,2%
D	4,5%	4,5%
E	2,5%	
Mean	-0,1%	-0,8%
Median	2,5%	2,2%

Summary on Data Input Status

- **ETC countries**
 - 34/38 enter annual data (2006 or 2007)
 - 24 (63%) enter monthly data (any)
 - Total: 187,800 (last year: 142,590) figures
 - 36/38 data inputers
 - Major Problems: Greece, Switzerland, Montenegro, Ukraine, Georgia, San Marino
- **ECM cities**
 - 80/160 (50%) enter annual data (2006 or 2007)
 - 42 (26%) enter monthly data
 - Total: 473,000 (last year 365,110) figures
 - 73 data inputers
 - Major Problems: London, Rome, Milan, Madrid, Frankfurt, Bern, Oslo, Warsaw, Athens, Istanbul, ...

Status: September 8, 2008

Most Active Members

- **ETC countries**

• Cyprus	14,039
• Hungary	12,527
• Finland	8,689
• Croatia	7,617
• Slovenia	7,337
• Norway	6,532
• Denmark	5,220
• Romania	4,932
• Sweden	4,149
• Lithuania	3,739

- **ECT (cities)**

• Copenhagen	17,545
• Dresden	9,737
• Munich	8,389
• Dubrovnik	8,323
• Budapest	8,195
• Helsinki	8,169
• Ljubljana	8,076
• Zurich	7,225
• Stockholm	7,119
• Tallinn	6,989

Status: September 8, 2008

How to achieve common standards?

- **Compile (1) data and (2) meta-data (= explanations) on definitions and methodologies used by member countries/cities**
- **Make data and meta-data well-known in the industry and draw people's attention to differences that exist between your data and data from other destinations**
- **Allow free and easy access to information**
- **Provide possibilities for training/education of members and other interested people in the industry**
- **Develop tools which support even more/better use of statistics for tourism marketing and planning**

How can individuals support this project?

- 1. Regularly enter your data in time!**
- 2. Establish personal contact and encourage other members to actively participate in this network**
- 3. Present the system in your country/city**
- 4. Install a backlink from your (B2B) website to TourMIS!**

Conclusions

- **TourMIS enables a dialogue among key players and support the harmonization of terms and definitions**
- **DSS raise the usage of management science models by linking management and scientists' interests**
- **Opening secondary statistics to the public (in a for manager readable form) empowers the small and medium sized tourism industry**