

Webanalytics: How to measure the success of DMO websites

TourMIS
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Vienna

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Benchmarking tourism websites

Allow insight into:

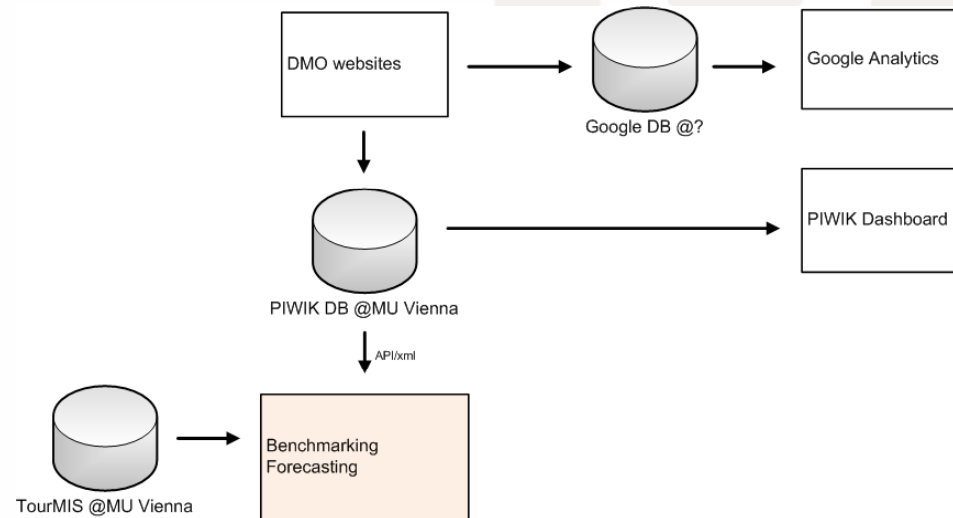
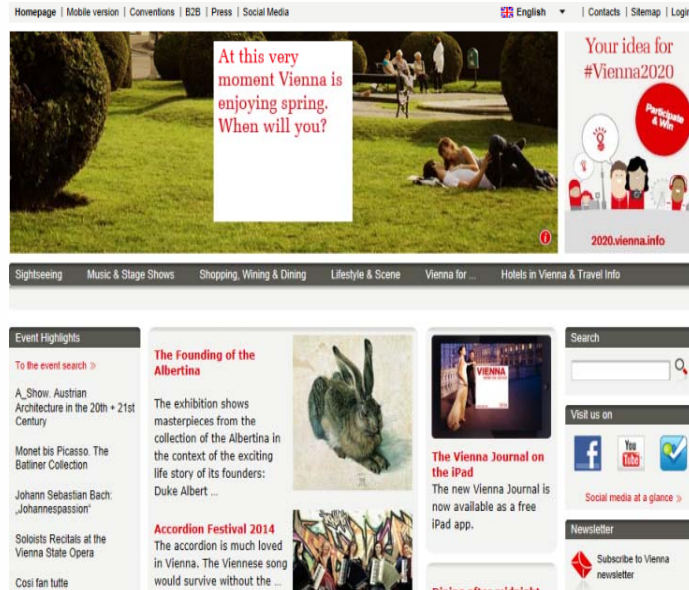
- Who is using your website?
- What are your visitors looking for?
- Where are users coming from and going to before and after visiting your website?
- When and how long has the website been accessed?

Most commonly used tools:

- Google Analytics, PIWIK (javascript tagging of pages in real-time)



Example: Vienna tourism website



```

<!-- Piwik -->
<script type="text/javascript">
var pkBaseURL = (("https://" == document.location.protocol) ? "https://survey.modul.ac.at/piwikAnalytics/" : "http://survey.modul.ac.at/piwikAnalytics/");
document.write(unescape("%3Cscript src=" + pkBaseURL + "piwik.js" type="text/javascript"%3E%3C/script%3E"));
</script><script type="text/javascript">
try {
var piwikTracker = Piwik.getTracker(pkBaseURL + "piwik.php", 3);
piwikTracker.trackPageView();
piwikTracker.enableLinkTracking();
} catch( err ) {}
</script><noscript><p></p></noscript>
<!-- End Piwik Tracking Code -->
  
```



Web metrics (examples)

- Number of unique, new, and returning visitors (identified by IP address)
- Number of visits
 - If a visitor comes to a website for the first time, or if he visits a page more than 30 minutes after his last page view, this will be recorded as a new visit
 - A unique visitor can make multiple visits per day
 - In the first visit, the visitor is a new visitor
 - From the second visit (the same day or later), a unique visitor is a returning visitor
- Duration of visit
- Number of page views



Web metrics: Attributes (examples)

- Count of visitors by country
 - “Geolocation” = looking up the visitor’s IP address in one of the online available GeoIP databases (e.g. MaxMind) or guessing a visitor’s location based on the language (browser setting) he/she uses (99.8% accurate at the country and 90% accurate at the region level)
- Number and site that external visitors came from (referrer)
- Search engines used to find site
- Keywords used in the search engines
- Browsers and devices used by visitors



Possibilities for segmentation (examples)

- Visit location
 - city, continent, country, region
- Visit
 - browser, browser version, device type, operating system, resolution, visitor type (new, returning)
- Referrers
 - Keyword, name, type (direct, search, website, campaign)
- Metrics
 - Days since first/last visit, number of visits/actions/events, visit duration

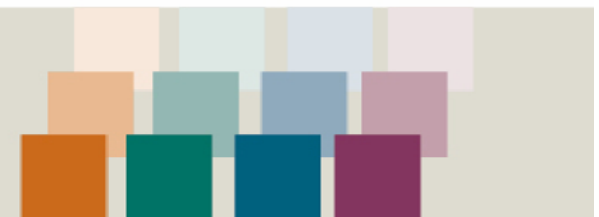


Defining a valuable visitor

Segmentation

	Visits	Visitors (Unique)	Non bouncing visitors	Standard visitors	Highly engaged visitors
Time on site		Important for KPIs	> 10 sec	> 90 sec	> 150 sec
Pages/visit			> 1	> 2	> 3

- Goal: Transforming data into valuable information
- Benchmarking





[jonder] Irem Önder

- General Information
- European Countries
- Cities
 - ▶ Latest trends
 - ▶ Nights and arrivals
 - » Annual data
 - » Monthly data
 - ▶ Accommodation supply
 - ▶ Availability & definitions
 - ▶ Shopping Barometer
 - ▶ Attractions and sights
 - ▶ **Webanalytics**
 - ▶ Eurocity visitor survey
- Austria
- My TourMIS
- Data entry
- Logout

Cities >> Webanalytics

- Benchmark
- comparative analysis

Destination Amsterdam

Amsterdam Brussels Graz Helsinki Lisbon

Oslo Salzburg (city) Tallinn Turku Vienna

Vilnius

Type of visitor All visitors

KPI Number of Visits (30 min of inactivity considered a new visit)

Market All markets

Period last 7 Days Total period

2015 September 1 - 2015 September 6

analysis by Days

OK



Type of Visitors

- All visitors
- Non-bouncing visitors (>1 page)
- Standard visitors (>2 pages, > 90 seconds)
- Highly engaged visitors (>3pages, >150 seconds)



Key Performance Indicators

- Number of visits
- Number of actions (page views, outlinks, downloads)
- Average time spent on site (in seconds)
- Number of visits that bounced (viewed one page)
- Maximum number of actions in a visit
- Ratio of visitors leaving the website after landing on the page
- Number of actions per visit



TourMIS Example

1,000 % T X UFX My TM

Cities - Webanalytics Benchmark

Destination: Amsterdam
Type of visitor: All visitors
KPI: Number of Visits (30 min of inactivity considered a new visit)
Market: All markets
Period: Last 7 Days

Period	Amsterdam		Benchmark (1)			
	KPI	Index	KPI Ø	Index	Number (2)	in % (3)
2015-08-31	30193	100.0	3499	100.0	10	762.7
2015-09-01	30040	99.5	5188	148.3	7	478.9
2015-09-02	30898	102.3	4552	130.1	8	578.8
2015-09-03	30368	100.6	4593	131.2	8	561.2
2015-09-04	30361	100.6	4261	121.8	9	612.4
2015-09-05	27992	92.7	4756	135.9	8	488.5
2015-09-06	30224	100.1	5510	157.4	7	448.5

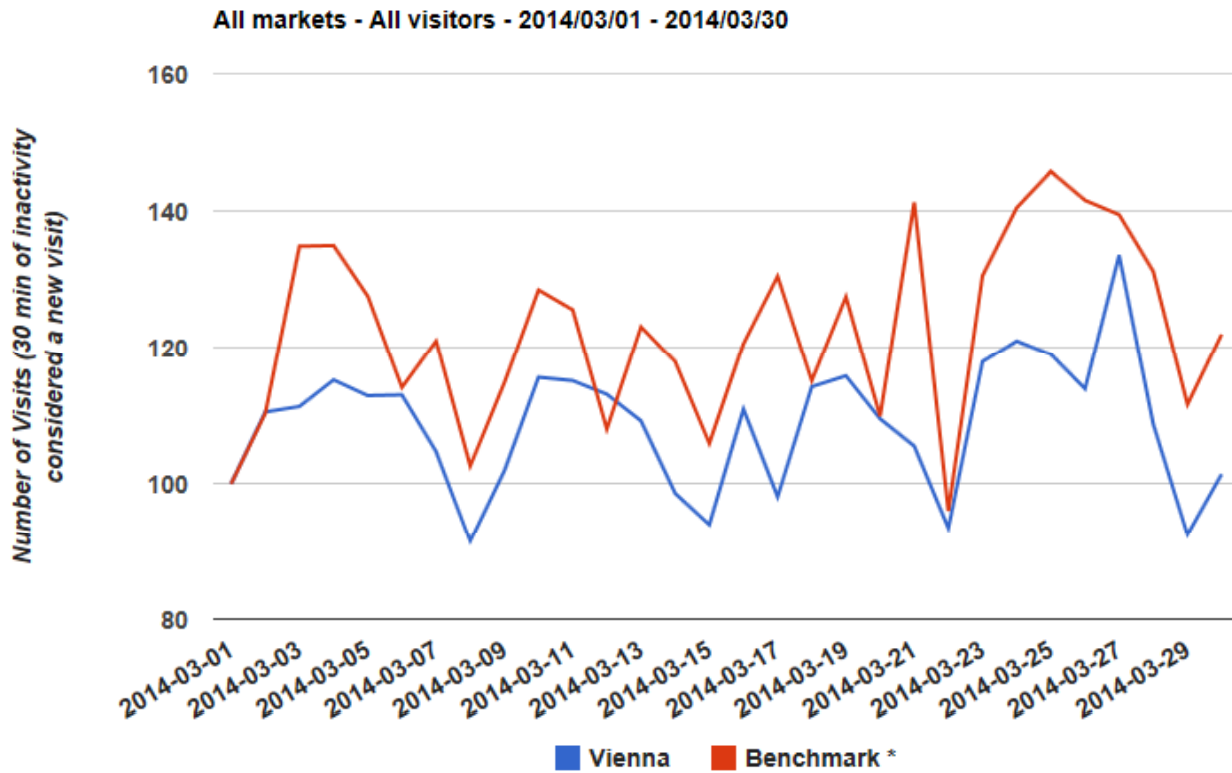
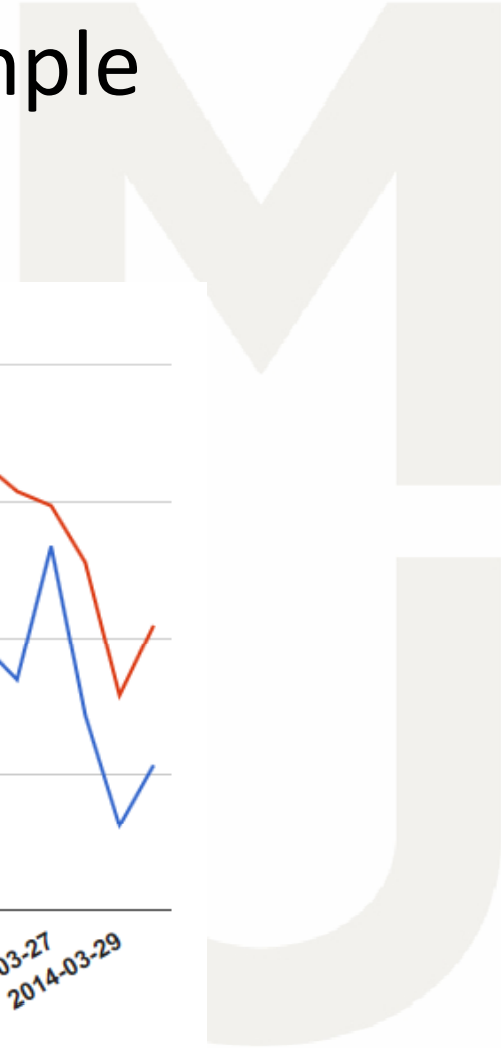
(1) = Brussels, Graz, Helsinki, Lisbon, Oslo, Salzburg (city), Tallinn, Turku, Vienna, Vilnius.
(2) = Cities
(3) = guest mix share %

Table: WEB-ECM1

Generated 2015-09-07 (16-25-57)
(c) ÖW/MU (<http://www.tourmis.info>)



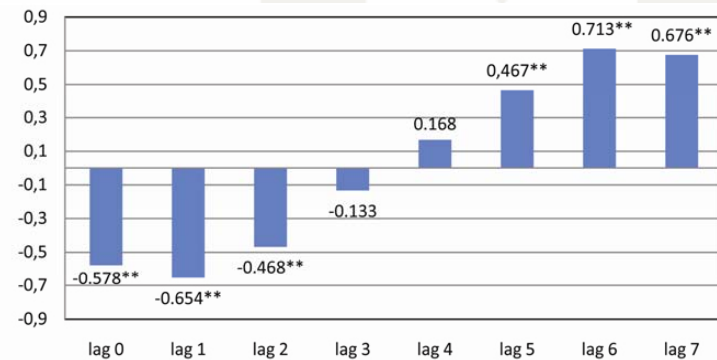
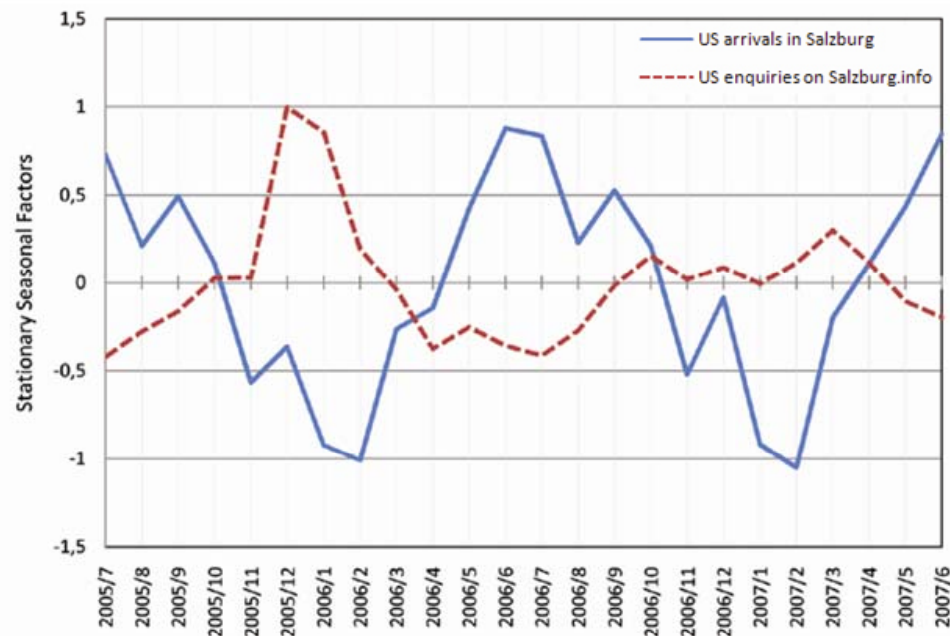
TourMIS - Example



* Brussels, Graz, Helsinki, Lisbon, Oslo, Salzburg (city), Tallinn, Turku



Comparison of US Arrivals in Salzburg and number of visits on www.salzburg.info



Pearson's correlations for various time lags. The higher the number of enquiries, the higher are the number of arrivals (for positive values).



- Antwerp
- Amsterdam
- Brussels
- Graz
- Ghent
- Helsinki
- Lisbon

Cities on TourMIS

- Oslo
- Salzburg
- Tallinn
- Turku
- Vienna
- Vilnius



Big data!

- www.vienna.info
 - 2013: 6.6mn visits (~ 550,000 p.m., 20,000 p.d.)
 - A rough estimate of Piwik Mysql database size usage is approximately 5.4GB for every 10M page views. If a website tracks 100k page views per day, we must expect a DB size of ~ 14GB after 1 year.
 - Vienna: ~ 3.6GB per year, 300MB per month
- Current project (2012/1-2014/3)
 - Vienna: 8.1GB
 - 10 cities: 72GB of Piwik data (vs. TourMIS database: 0.7GB)
- Vision: 120 cities, 10 years
 - = 3,840GB (+32 GB p.m. or +384 GB p.y.)
 - 100mn+ page views per month (~ 200 destinations), Piwik will start reaching php memory limits or other Mysql or hardware limitations



- TourMIS webanalytics setup fee (snippet installation, database initialization, user rights)
EUR 400,- (one time)
- Bandwidth contribution per year: EUR 400,-
(starting on 1.1., initial months until 1.1. = free)



Get in Touch

If you are interested in this project, then get in touch with us.
Available for both cities and counties!



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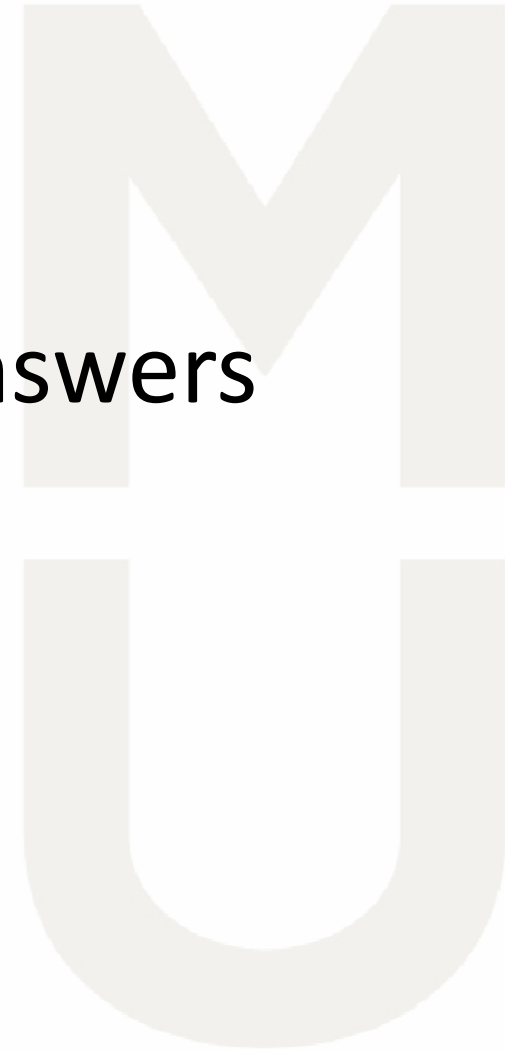
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Questions & Answers



Metric name	Category	Definition
Bounces	Site Usage	This field identifies the number of single-page visits to your site over the selected dimension. If you apply this metric to the Ad Campaign dimension, it'll display the number of single-page visits to your site via a particular ad campaign.
Bounce Rate	Site Usage	The percentage of single-page visits (i.e. visits in which the person left your site from the entry page).
Clicks	Site Usage	This field identifies the number of times a user has clicked on your Ads.
Entrances	Site Usage	This metric identifies the number of entrances to your site. It will always be equal to the number of visits to your entire website. Thus, this metric is most useful when combined with particular content to identify which pages indicate the number of times a particular page served as an entrance to your site.
Exits	Site Usage	This metric identifies the number of exits from your site, and, as with entrances, it will always be equal to the number of visits when applied over your entire website. Use this metric in combination with particular content to identify which pages determine the number of times that particular page was the last one viewed by visitors.
% Exit	Site Usage	The percentage of site exits that occurred from a page or set of pages.
New Visits	Site Usage	The number of new visits by people who have never been to the site before.
Time on Page	Site Usage	This field indicates how long a visitor spent on a particular page or set of pages. It is calculated as the total view time for a particular page from the initial view time for a subsequent page. Thus, this metric is most useful when applied to multiple pages for your site.
Pageviews	Site Usage	This field indicates the total number of pageviews for your site when applied over the selected dimension. If you select this metric together with Request URI, it will return the number of page views over a particular Request URI for your report.
Time on Site	Site Usage	The time a visitor spends on your site.
Visits	Site Usage	The number of times your visitors has been to your site (unique sessions initiated by all your visitors). If a user returns to your site for 30 minutes or more, any future activity will be attributed to a new session. Users who return within 30 minutes will be counted as part of the original session.
Visitors	Site Usage	A user that visits your site. The initial session by a user during any given date range is considered a <i>visitor</i> . Any future sessions from the same user during the selected time period are considered <i>visits</i> , but not as additional <i>visitors</i> .
Unique Pageviews	Content	The total number of unique visitors to a given page.
Total Unique Searches	Content	The total number of times your site search was used. This excludes multiple searches on the same visit.
Visits with Search	Content	The total number of visits where internal site search was used.
Search Refinements	Content	The number of times a visitor searched again immediately after performing a search.
Time after Search	Content	Starting from the first use of internal search, time spent on site until either the session ended or the user performed another search.