

Analyzing Cultural Demand for European Destinations





Initiative by various tourism organizations since 2001

Objectives:

- Increasing the availability of data for measuring the development of demand for cultural sites in Europe
- Standardizing the measurement of visitations to cultural sites
- Analyzing the relationship between tourism development and the demand for cultural attractions in a region

Several significant challenges:

- Definition of a cultural site/attraction
- How to measure visitations to cultural sites
- Classification of cultural attractions

TourMIS definition 'Site/cultural attraction'

'Sites' in TourMIS are *permanently available, spatially confined* establishments or attractions for visitors that can be experienced either by *paying an admission or for free*.

Akademie der Bildenden Künste, Gemäldegalerie Albertina Alpengarten - Belvedere Alt-Wiener Schnapsmuseum
Bezirksmuseum Döbling Botanischer Garten Universität Wien Burgkapelle Burgtheater Donauturm
Erzbischöfliches Dom- und Diözesanmuseum Marx Gloriette Haus der Musik Haus des Meeres
Heeresgeschichtliches Museum Hermes Museum der Stadt Wien (Hauptgebäude)
Hofburg/Hofsilber und Tafelkammer Hofburg/Schatzkammer Hundertwasserhaus
Jüdisches Museum Kaisergruft (Hofburg) Kaiserliche Hofbibliothek Kunsthalle Wien
Kunsthalle Wien Kunsthause Wien Kunstmuseum Wien (Hauptgebäude) Künstlerhaus Leopold Museum (im
Museumsquartier) Lipizzanermuseum (Hofburg) Museums der Stadt Wien Museum für
Angewandte Kunst Museum für Kunst und Kunstgeschichte (Hofburg) Kunst Stiftung Ludwig Wien (im
Museumsquartier) Naturhistorisches Museum (Hofburg) Neue Burg Österreichische Nationalbibliothek
Art Cult Center Österr. Theatermuseum Palais National für Volkskunde Österr. Tabakmuseum
Anatomisches Bundesmuseum Planetarium Palais der Künste Österr. Nationalbibliothek Rathaus (Führungen)
Riesenrad Römische Ruinen unter dem Hoher Markt Schloß Schönbrunn/Schauräume
Schmetterlingshaus (im Burggarten) Schönbrunn Wagenburg Schönbrunner Tiergarten
Secession Sigmund-Freud-Museum Spanisches Hoftheater (Vorführungen + Training) Stephansdom (Dom,
Katakomben, Turm) Technisches Museum Uhrenmuseum der Stadt Wien Wiener Kriminalmuseum Wiener
Staatsoper (Führungen) Zoom Kindermuseum (64 Wien)



19 Forms of supply

- | | |
|---|--|
| 1 Museums or galleries | 11 Theatres |
| 2 Churches and Monasteries | 12 Operas |
| 3 Historic streets or hiking paths | 13 Concert Houses |
| 4 Castles, ruins or palaces | 14 Historic birth places or residential premises |
| 5 Adventure/amusement parks and exhibitions | 15 Zoos and other animal attractions |
| 6 Natural Parks and reserves | 16 Hot springs, spas and water sport sights |
| 7 Cablecars, elevators and similar | 17 Mines and caves |
| 8 Ferries and boat excursions | 18 Towers and viewing spots |
| 9 Company/premises exhibitions/Tours | 19 Memorial and cemeteries |
| 10 Historic train rides | |

Self-assessment by the manager or by the researcher

***Each site needs to be assigned to exactly one of these categories**

4 Types of experiences

(1) Entertainment (2) Cultural (3) Tradition (4) Landscape and buildings

***A site may be associated to multiple experiential categories**

TourMIS: A Live Demo (1)

The ECM Shopping Barometer

- Objective:
 - 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.
 - The final goal of the project is to rank destinations according to their costliness and to gain a deeper insight on visitors' perception of their experience in a city.
- Challenges:
 - What prices to collect?
 - Comparability of services and prices
- Sample size:
 - 2012: **10**; 2013: **38**; 2014: **32**; 2015: **16**; 2016: **11**; 2017: **11**; 2018: **10**

- Guidelines (Manual) – Prices should:
 - reflect the final price (i.e., include VAT and eventual tourists taxes)
 - refer to the regular price for individual's consumption (discounts for groups or special categories are not considered)
 - are collected from businesses in the city center
 - are collected in the local currency (converted into Euro)
 - are collected at a specific time of the year, but refer to a one-year period
- The shopping bundle covers the main service categories required by tourists at the destination

The ECM shopping barometer

16 items

Local transport	Taxi from airport to city centre (1 person including luggage)	If the city has more than one airport, the researcher has to select the airport recognized as the one where the majority of international guests arrive. The name of the airport has to be specified in the notes.
	Train from airport to city centre (1 ticket, 2nd class) OR public transport bus from the airport to the city center (1 ticket, regular)	
	1 day ticket for the local public transport	
Food and Beverage	Price for a business lunch of 3 courses, no drinks, in the restaurant of a 4-star hotel in the city centre	The restaurant can be part of one of the hotels contacted for the room rates.
	Price for a dinner of 3 courses, no drinks, in the restaurant of a 4-star hotel in the city centre	
	Price of a classic pizza, Margherita with 2 toppings, for 1 person	Price collected at a Pizza Hut in the city centre
	A Coke, 0,33 l, in a Pizza Hut restaurant in the city centre	If a 0,33 l Coke is not available, the price should refer to a medium size Coke (or other soft-drink).
	A Beer, 0,33 l, in a Pizza Hut restaurant in the city centre	If a 0,33 l beer is not available, the price should refer to a medium size beer.
	Big Mac meal at McDonalds in the city center	The price refers to a Big Mac menu, including 1 Big Mac, french fries and one drink at a regular price (no special offers)
	Espresso in the lobby bar of a 4-star hotel	The bar can be part of one of the hotels contacted for the room rates.
Entertainment	Regular price for 1 ticket for the opera, 1 adult, no reductions.	The opera should be a classical piece. The seat should be in the parterre, 5th row in the middle.
	Regular price for 1 ticket for a classical concert, 1 adult, no reductions.	
	Regular price for the entrance to the biggest/main museum (permanent collection), for 1 adult, no reductions.	The price should refer to the regular entrance fee and should not be collected on days with special offers.
	Regular price of 1 ticket for the hop-on hop-off sightseeing bus, 1 adult, no reductions	If the hop-on hop-off bus is not available, another similar sightseeing tour (e.g. tourist train) can be used and specified in the notes.
	Zoo, entrance of 1 adult, no reductions.	If the zoo is not available a similar attraction can be used (e.g. Tropicario, Mini Europe).

TourMIS: The Live Demo (2)

Website Analytics

- One of the main travel information sources on the internet are DMOs' websites such as www.vienna.info, visitdenmark.com, etc.
- Google Analytics shows website user statistics such as time spent on the page, number of visitors to the page, and number of page views.

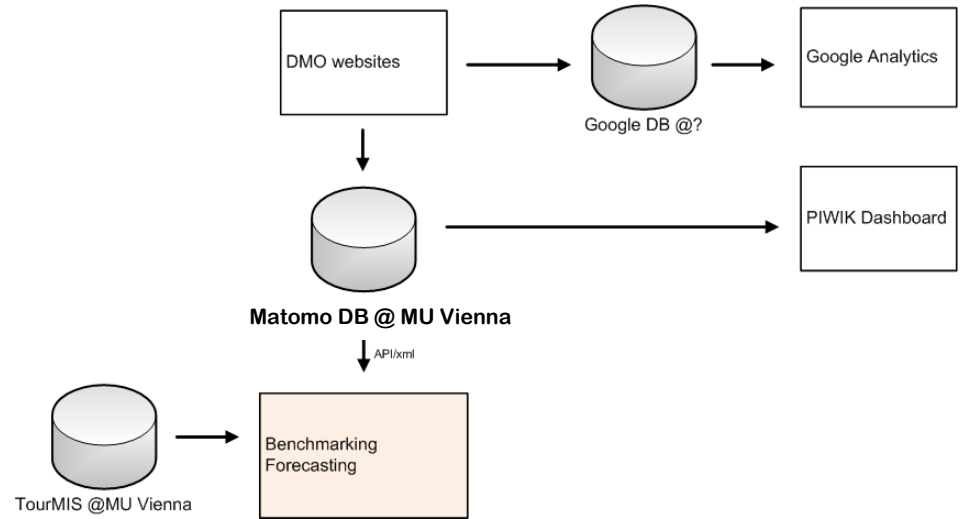
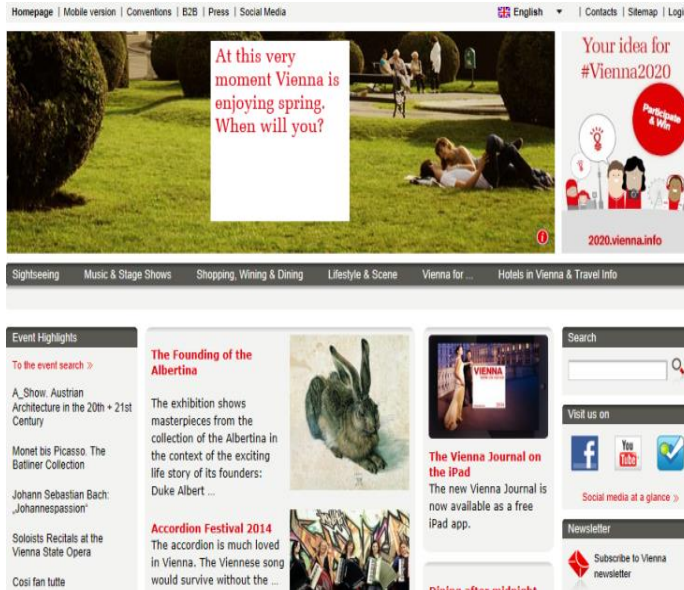
Allows insight into:

- 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, Matomo (javascript tagging of pages in real-time)

How does webanalytics work?



```

<!-- Matomo -->
< 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 Matomo Tracking Code -->
  
```

TourMIS: The Live Demo (3)

- Due to the large volume of data we collect, we need space to store them (= 3,840GB)
- TourMIS webanalytics setup fee (snippet installation, database initialization, user rights) EUR 400,- (one time)
- Bandwidth contribution per year: EUR 300,- (starting on 1.1., initial months until 1.1. = free)

Get in touch!

**Please get in touch with us if you are interested in
this project!**

Available for both cities and countries!



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