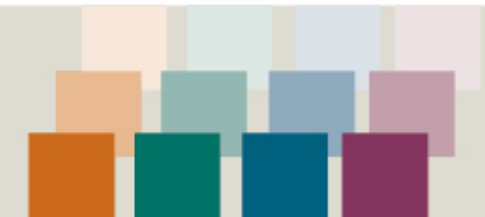


Benchmarking online KPI's with Webanalytics on TourMIS

TourMIS
September 7-8,2017
Vienna

Irem Önder

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Department of Tourism and Service Management
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- One of the main travel information sources on the internet are Destination Management Organization (DMO)'s 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.



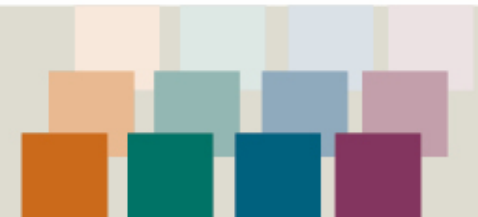
Benchmarking tourism websites

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)

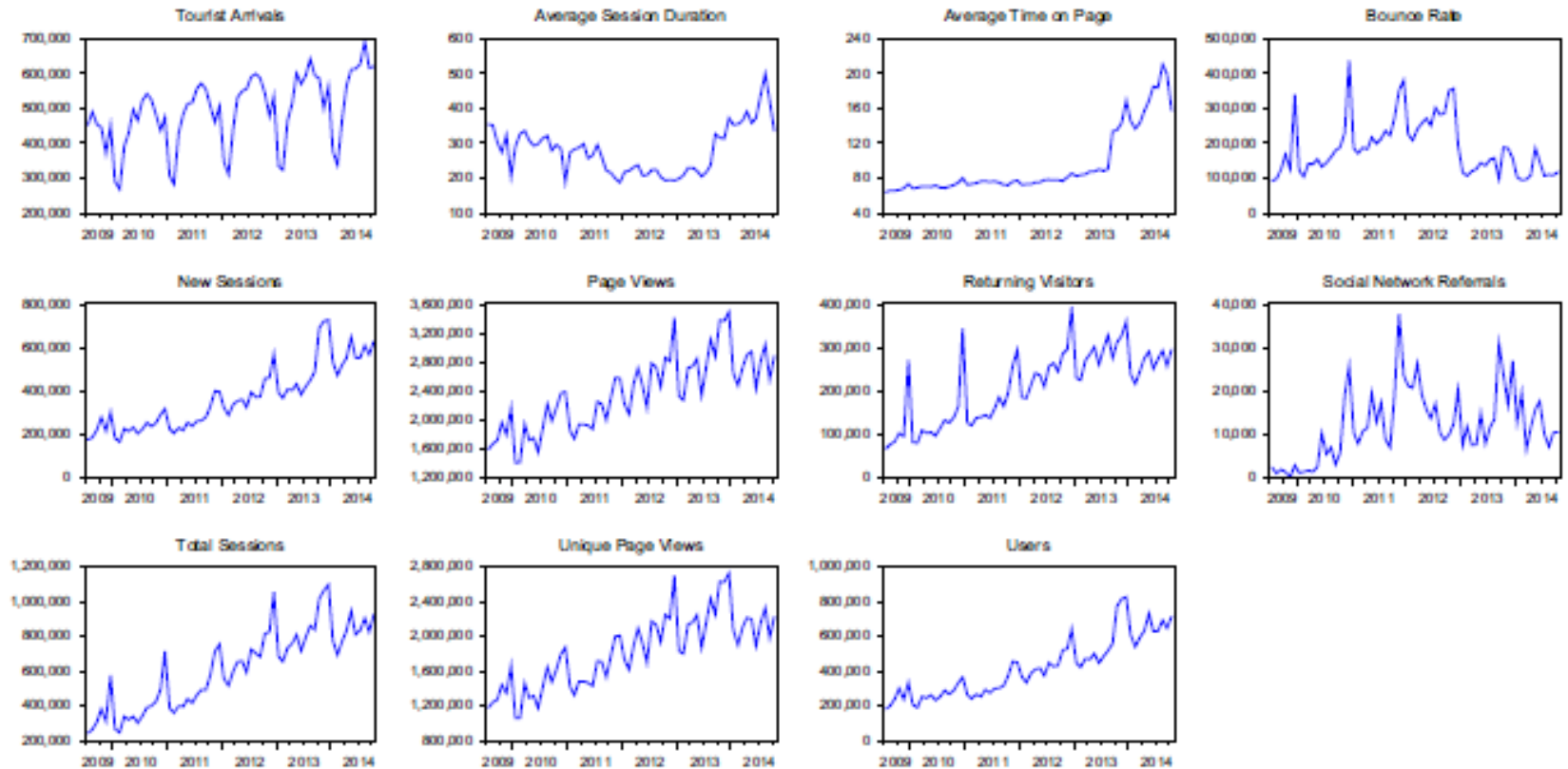


Which KPI's matter for benchmarking: A case study

- TourMIS: arrivals in all paid forms of accommodation in the greater city area data for Vienna (www.tourmis.info): monthly data.
- Web site traffic data: from Vienna Tourist Board's website (www.vienna.info): monthly data for:
 - Average session duration
 - Average time on page
 - Bounce rate
 - Number of mobile users
 - Page views
 - Percentage of new sessions
 - Returning visitors
 - Unique page views
 - Sessions
 - Number of users
- The study sample employed is 2008M08 – 2014M10.



Arrivals vs. webanalytics KPI's

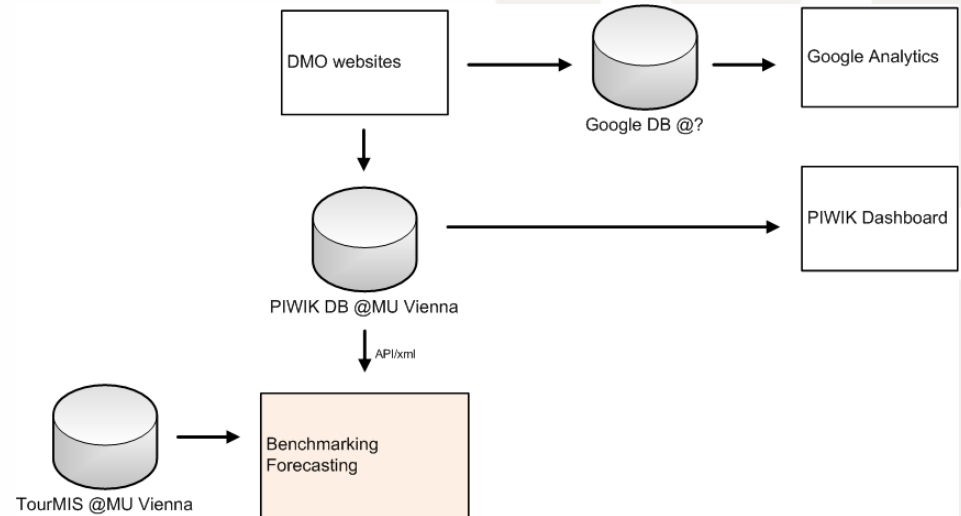
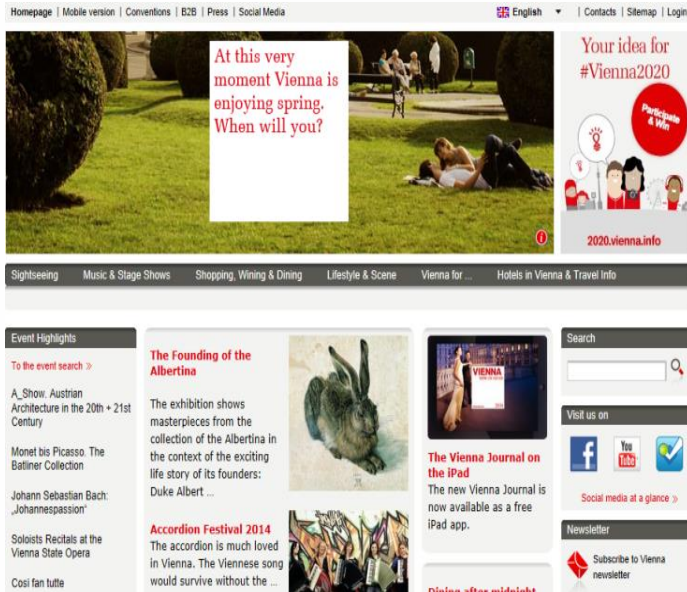


Which KPI's matter for benchmarking: A case study

- The study found that using webanalytics data such from Google Analytics for tourism demand forecasting is a valuable option, since the forecasting models were improved when webanalytics data was included in the models



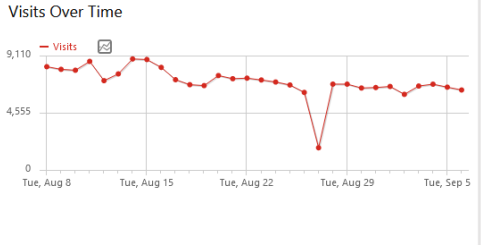
How does webanalytics work? Vienna tourism website



```

<!-- 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 -->
  
```

- Dashboard
- Dashboard of root
- Visitors
- Actions
- Referrers
- Goals

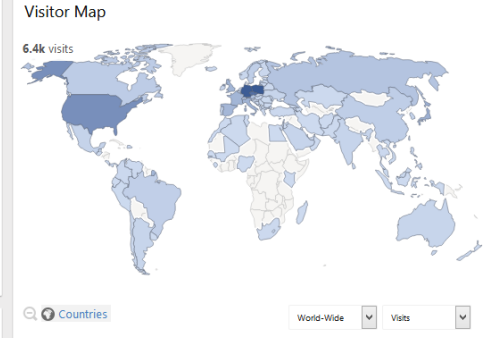


Welcome!

View all Piwik Video Tutorials

You can close this widget by clicking on the 'X' icon at the top of the widget.

Share this: [f](#) [t](#) [v](#)



Visitors in Real-time

DATE	VISITS	ACTIONS
Last 24 hours	6293	13999
Last 30 minutes	142	313

Thursday, September 7, - 09:06:52 (1 min 34s)	🇺🇸 🇩🇪 🇬🇧 IP: 66.249.93.53	from Google - "Keyword not defined"
Actions: 📄 📄 📄		
Thursday, September 7, - 09:06:51 (5 min 47s)	🇮🇪 🇮🇪 IP: 145.132.134.8	Direct Entry
Actions: 📄 📄 📄 📄 📄		
Thursday, September 7, - 09:06:44	🇰🇷 🇰🇷 IP: 203.228.213.11	from Naver - "채교관광형"
Actions: 📄		
Thursday, September 7, - 09:06:41 (4 min 51s)	🇨🇪 🇨🇪 IP: 89.66.239.217	Direct Entry

Websites

WEBSITE	UNIQUE VISITORS
m.facebook.com	50
www.facebook.com	26
l.facebook.com	15
www.mzv.cz	14
int.search.myway.com	10
mottokaigai.jp	6
www.marriott.com	5
forum.awd.ru	4
com.google.android.gm	3
search.xfinity.com	3
so.m.sm.cn	3
www.hellogreen.it	3


Browsers


BROWSER	UNIQUE VISITORS
Chrome	1,720
Chrome Mobile	966
Firefox	924
Mobile Safari	863
Internet Explorer	534
Samsung Browser	227
Safari	214
Microsoft Edge	189
Chrome Mobile iOS	63
Unknown	56

1-10 of 27 Next >




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General Information 

European Countries 

- ▶ Latest trends
- ▶ 10 year trends
- ▶ Nights and arrivals
 - » Annual data
 - » Monthly data
- ▶ Other indicators
- ▶ Availability & definitions
- ▶ Attractions and sights
- ▶ **Webanalytics**

Cities 

Austria 


My TourMIS 

Data entry 

Logout

European Countries >> Webanalytics


- Benchmark**
- Comparative analysis


Destination Czech Rep. 









Benchmark


- Czech Rep. Denmark Estonia Finland Flemish Region
 Luxembourg Norway Poland

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
 2017  August  1  - 2017  August  31 

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: Benchmarking

1,000 % % % My TPA

European Countries - Webanalytics Benchmark

Destination: Czech Rep. (43)
Type of visitor: All visitors
KPI: Number of Visits (30 min of inactivity considered a new visit)
Market: All markets
Period: 2017/08/01 - 2017/08/31

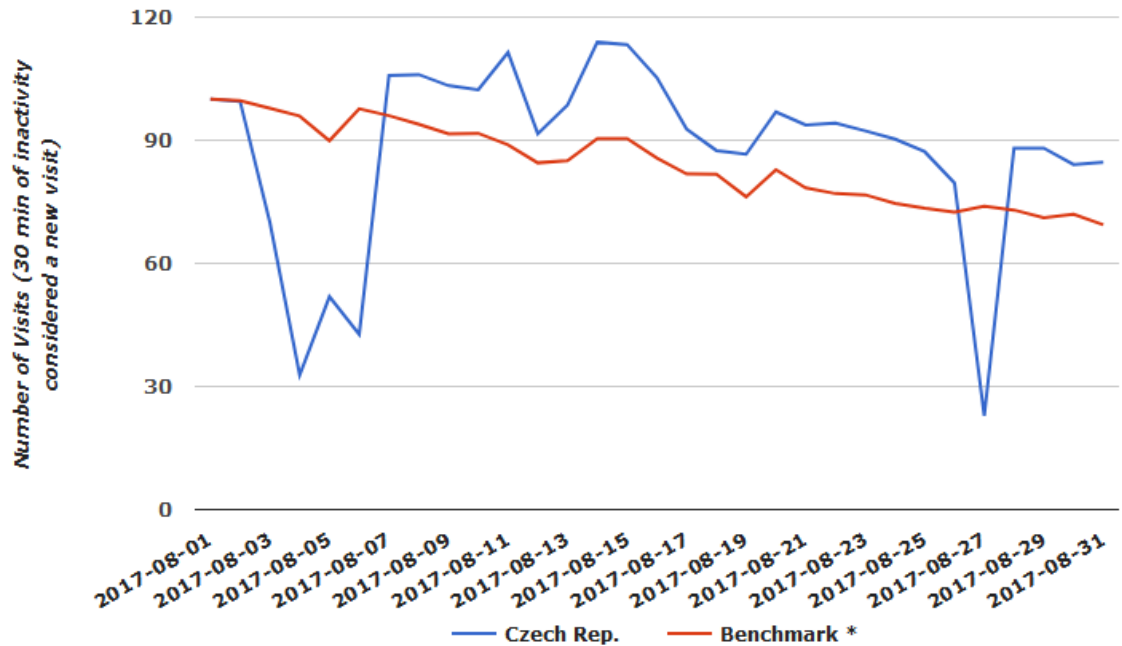
Period	Czech Rep.		Benchmark (1)		Number (2)	KPI +/-
	KPI	Index	KPI Ø	Index		
2017-08-01	7759	100.0	14253	100.0	6	-6494
2017-08-02	7711	99.4	14198	99.6	6	-6487
2017-08-03	5423	69.9	13938	97.8	6	-8515
2017-08-04	2543	32.8	13667	95.9	6	-11124
2017-08-05	4029	51.9	12809	89.9	6	-8780
2017-08-06	3315	42.7	13930	97.7	6	-10615
2017-08-07	8206	105.8	13683	96.0	6	-5477
2017-08-08	8222	106.0	13378	93.9	6	-5156
2017-08-09	8013	103.3	13059	91.6	6	-5046
2017-08-10	7941	102.3	13071	91.7	6	-5130
2017-08-11	8646	111.4	12674	88.9	6	-4028
2017-08-12	7111	91.6	12049	84.5	6	-4938
2017-08-13	7650	98.6	12109	85.0	6	-4459
2017-08-14	8840	113.9	12888	90.4	6	-4048
2017-08-15	8794	113.3	12886	90.4	6	-4092
2017-08-16	8167	105.3	12220	85.7	6	-4053
2017-08-17	7189	92.7	11654	81.8	6	-4465
2017-08-18	6790	87.5	11649	81.7	6	-4859
2017-08-19	6719	86.6	10864	76.2	6	-4145
2017-08-20	7518	96.9	11804	82.8	6	-4286
2017-08-21	7268	93.7	11179	78.4	6	-3911
2017-08-22	7311	94.2	10968	77.0	6	-3657
2017-08-23	7165	92.3	10938	76.7	6	-3773
2017-08-24	7003	90.3	10638	74.6	6	-3635
2017-08-25	6765	87.2	10468	73.4	6	-3703
2017-08-26	6175	79.6	10335	72.5	6	-4160
2017-08-27	1766	22.8	10533	73.9	6	-8767
2017-08-28	6835	88.1	10399	73.0	6	-3564
2017-08-29	6833	88.1	10129	71.1	6	-3296
2017-08-30	6526	84.1	10262	72.0	6	-3736
2017-08-31	6564	84.6	9889	69.4	6	-3325

(1) = Denmark, Estonia, Finland, Flemish Region, Luxembourg, Poland.
(2) = ETC destination

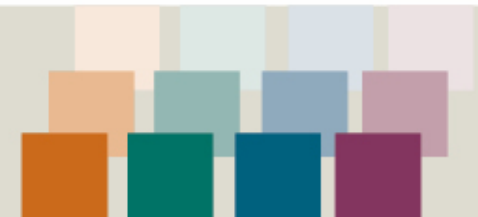
Table: WEB-ETC1 (tab_w1)

Generated 2017-09-07 (09-06-42)
(c) OW/MU (<http://www.tourmis.info>)

All markets - All visitors - 2017/08/01 - 2017/08/31



* Denmark, Estonia, Finland, Flemish Region, Luxembourg, Poland



TourMIS Example: Comparative Analysis



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Cities

Austria

My TourMIS

Data entry

Logout

European Countries >> Webanalytics

- Benchmark
- Comparative analysis

Benchmark Czech Rep. Denmark Estonia Finland Flemish Region Luxembourg Norway Poland

Type of visitor All visitors

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

Market Germany

Period last 7 Days Total period

2017 August 1 - 2017 August 31

analysis by **Total period**

1,000 %

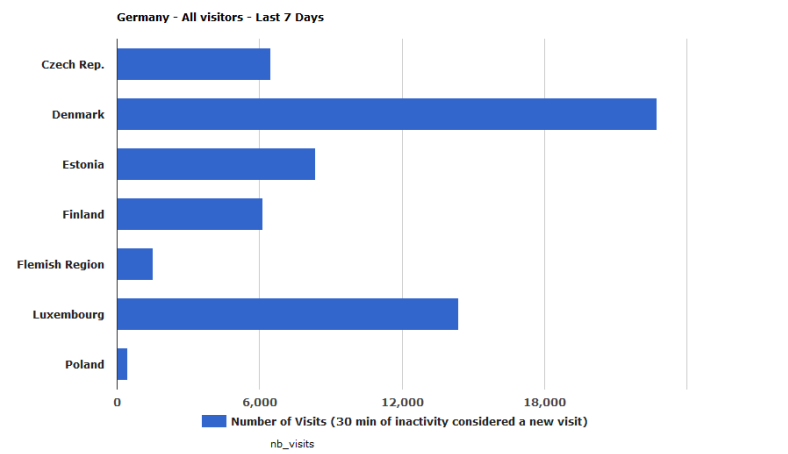
European Countries - Webanalytics Comparative analysis

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

Destination	KPI	in %
Czech Rep.	6489	10.8
Denmark	22725	37.8
Estonia	8344	13.9
Finland	6152	10.2
Flemish Region	1530	2.5
Luxembourg	14387	24.0
Poland	433	0.7
Total	60060	100.0

Table: WEB-ETC2 (tab_w2)

Generated 2017-09-07 (09-26-49)
(c) ÖW/MU (http://www.tourmis.info)



Participating cities and countries

TourMIS

Cities:

- Bruges
- Brussels
- Ghent
- Helsinki
- Maribor
- Salzburg
- Tallinn
- Turku
- Vienna
- Vilnius

Countries:

- Czech Republic
- Denmark
- Estonia
- Finland
- Flemish region
- Ireland
- Luxembourg
- Norway
- Poland



A Look Into the Future

- Vision: 120 cities, 10 years
- Forecasting analysis
- More indicators
- Combining website analytics with bednights and arrivals data on TourMIS



- 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 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!



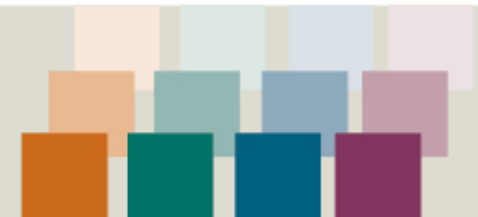
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Questions & Answers

