



AUSTRIA'S LEADING
INTERNATIONAL PRIVATE UNIVERSITY



Meetings Industry Benchmarking on TourMIS



Dr. Jason Stienmetz, TourMIS Workshop

12.09.2024

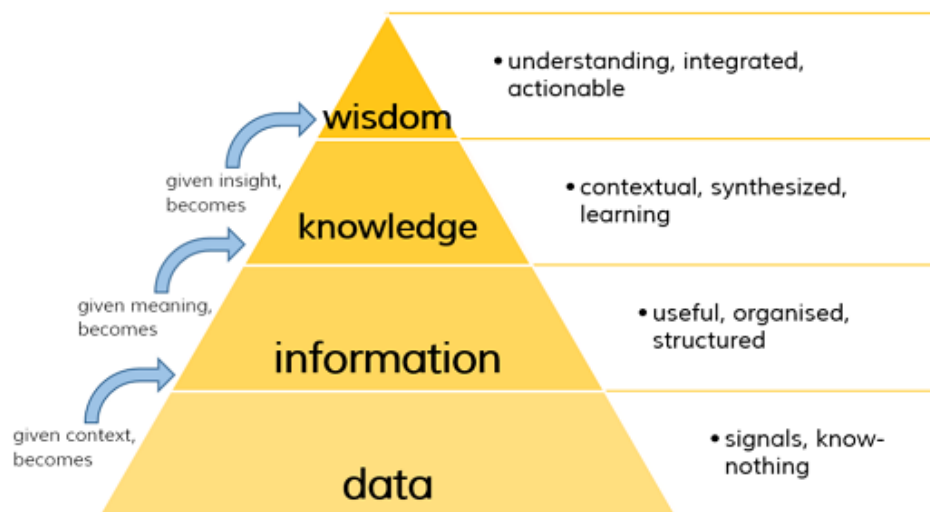
Meetings Statistics on TourMIS

Goals:

- To **monitor and benchmark so as to supply** practical and actionable information
- Data about **the volume and the economic significance of the convention business** to city destinations.

Value:

- Focus on the **association and non-corporate international segment** and **corporate*** and **national*** meetings segments
- **Online database TourMIS** to upload your data, trend, and benchmark with other cities



Importance of MICE Data

- Stability/Fluidity of Meetings Sector
- MICE contribution to visitor economy
- Future trends and developments in Meetings Activities
- Detailed approaches for different markets (corporate and non-corporate)



Project Details

- Database of more than 500,000 meetings that have taken place over the past 10+ years
- Time Series and Benchmark Analysis through TourMIS website
- Approximately 50 CityDNA member cities have participated



Valuable Meeting Industry Insight

- Each meeting record includes the following details:
 - Type of meeting (corporate or non-corporate) - **required**
 - Scope (national or international) - **required**
 - Date (start date and end date) - **required**
 - Number of participants (10-100.000) - **required**
- Additional Data
 - Type of venue (convention centre, hotel, university, or other venue) - **optional**
 - ICCA theme of the meeting - **optional**



Key Definitions and Guidelines (UNWTO)

Corporate meetings: Corporate meetings are business encounters normally held by a private company or group, in which the participants represent that company or group, or are clients of or suppliers to that company or group. These meetings normally have commercial/promotional purposes. The meeting takes place outside the company's or group's office.

Non-corporate meetings: Non-corporate meetings are events without commercial aims. The main goal is exchanging, discussing, or presenting knowledge. Normally, these meetings comprise congresses, conventions, conferences, seminars, and other smaller meetings held by associations, universities and scientific communities, political bodies, NGOs, etc. These meetings take place outside the organizer's own facilities. We have excluded trade-fairs and other exhibitions.

Venue: To be counted, the meeting must take place in a venue specifically contracted for the purpose. Meetings held in the headquarters or other offices belonging to the meeting organizers are not included.

Duration: The meetings must last at least half a day. The dates for the meeting should not include meeting room blocks before and after the meeting.

Attendance: The meetings must have at least ten participants.

Scope: To be counted as international, at least 20% of meeting participants must not be resident in the country where the meeting takes place. If this proportion is not reached the meeting is counted as national.

Theme of meeting: We ask cities to provide us with information about the theme of non-corporate meetings. We used the same categories as ICCA to define the theme of the meeting:

Agriculture	Culture & Ideas	Geography	Linguistics	Multimedia	Transport &
Architecture	Ecology & Environment	Historical Sciences	Literature	Safety & Security	Communication
Arts	Economics	ICT	Management	Science	Other
Chemical Sciences	Education	Industry	Mathematics &	Social Sciences	
Commerce	Finance	Law	Statistics	Sports & Leisure	
Communication	General	Library & Information	Medical Sciences	Technology	

Generating Your Own Reports: TourMIS MICE Reports Demo


Key Performance Indicators


- Meetings
 - Participants
 - Meetings Days
 - Participant Days
-
- Period, Time Series, Benchmarking

TourMIS

Accessing MICE Benchmarking Reports

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General Information 

European Countries 

Cities 

- ▶ Latest trends
- ▶ Annual nights & arrivals
- ▶ Monthly nights & arrivals
- ▶ Other indicators
- ▶ Availability & definitions
- ▶ Attractions and sights
- ▶ Shopping Barometer
- ▶ Eurocity visitor survey
- ▶ Meetings industry

Austria 

My TourMIS 

Data entry 

Logout

Latest trends:

European Countries

Cities

Austria

Release notes

2021-04-17 An email reminder service was set up for entering the number of visitors to sights.

2021-04-17 An interface for dynamically maintained graphics was created. The gallery of different graphics is to be continuously expanded. The gallery is available on the homepage of www.tourmis.info.

2021-03-09 The formats of MS Excel tables has been improved. All MS Excel Tables generated by TourMIS have xlsx Format.


2021-02-26 TourMIS was moved to a new server, reaction time was significantly improved
Homepage and main menu was revised
Table in 'Cities' for estimating CO2 emissions was revised. It now includes an option for including external market research data to improve the splitting of transportation modes used by tourists arriving at a city.


2019-11-19 New administrator email accounts relatet to TourMIS:
admin@tourmis.info for technical questions
mice@tourmis.info for questions related to the MICE database
webanalytics@tourmis.info for questions related to the Webanalytics database
support@tourmis.info for any other questions

2019-09-28 www.tourmis.info finally moved to SSL; in the future www.tourmis.com will not be supported anymore, please use www.tourmis.info instead.

2019-03-03 Travel distance estimator (table ECT J-16 in Cities) has been revised and extended. We added a function which estimates the transportation mode to the destination and the CO2 emissions generated by following the kg/pkm published by Peeters et al. (2007).


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Meetings industry


Individual or all Cities

Period	Time series
Meetings, days, and participants	Meetings, days, and participants
Seasonality (meetings per month)	Seasonality (meetings per month)
Seasonality (meetings per day of week)	Seasonality (meetings per day)
Size of meetings	Size of meetings
Size of meetings vs type of venue	
Duration of meetings	Duration of meetings
Type of venue	Type of venue
Theme of meeting	Theme of meeting

Benchmark analysis

Meetings, days, and participants

Destination All Cities 

Method  unweighted estimated (extrapolation based on the number of meeting venues)

Include Meetings with - days and - pax

Year -

Values (%) National and international Corporate and non-corporate All

OK

TourMIS MICE Data Entry Demo

TourMIS

MICE Data Entry

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General Information



European Countries



Cities



Austria



My TourMIS



Data entry



- ▶ Main indicators
- ▶ Shopping Barometer
- ▶ Meetings industry
- ▶ Consumer confidence index
- ▶ Attractions and sights
- ▶ Belgium and Vlaanderen
- ▶ Luxembourg
- ▶ Data importStatCube
- ▶ Release notes

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Logout


Meetings, incentives, conferences and exhibitions (MICE)


Destination:

Click here to enter new data

Click here to edit existing data


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General Information 

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Austria 

My TourMIS 

Data entry 







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Logout

Meetings, incentives, conferences and exhibitions (MICE)

User: Jason Stienmetz 25196 records

Excel Templates: [Vers.1](#) - [Vers.2](#) - [Vers.3](#) - [Vers.4](#) [[Manual](#)]

Year	Corporate Events		Non-Corporate Events		Unspecified	Total	
	National	International	National	International			
2013							
2014	792 (60%)	1249 (60%)	676 (90%)	779 (99%)		3496	
2015	1244 (60%)	1049 (60%)	742 (90%)	649 (99%)		3684	
2016	1024 (60%)	1423 (60%)	581 (90%)	739 (99%)		3767	
2017	806 (60%)	1954 (60%)	512 (90%)	802 (99%)		4074	
2018	1273 (60%)	1868 (60%)	540 (90%)	1004 (99%)		4685	
2019	1929 (60%)	2141 (60%)	733 (90%)	687 (99%)		5490	
2020							
2021							

Upload:

No file chosen

Completeness of data (best possible estimate) in %

Corporate events - national participants %

Corporate events - international participants %

Non-corporate events - national participants %

Non-corporate events - international participants %

Note:

Data Entry Templates

- Excel File templates are used to assist with proper formatting of data.
- <https://www.tourmis.info/mice/mice1.xls>
- Detailed Manual with step-by-step instructions
- <https://www.tourmis.info/mice/Meetings-Manual.pdf>

- Required for each meeting
 - Meeting name
 - Start Date
 - End Date
 - Type of Meeting (Corporate or Non-Corporate)
 - Number of Participants
 - Scope (National or International)

- Optional
 - Venue Type
 - ICCA Theme

Improving Data Quality

- Providing Complete Data is Challenging
- To improve Data Quality TourMIS can generate reports using a weighting system
- Under-represented meetings categories are given more weight to increase the reliability and validity of comparisons
- Completeness Estimation based on expert judgement of MICE professionals

Completeness of data (best possible estimate)	in %	
Corporate events - national participants	<input type="text"/> %	<input type="button" value="Save all"/>
Corporate events - international participants	<input type="text"/> %	<input type="button" value="Save estimates"/>
Non-corporate events - national participants	<input type="text"/> %	<input type="button" value="Return"/>
Non-corporate events - international participants	<input type="text"/> %	

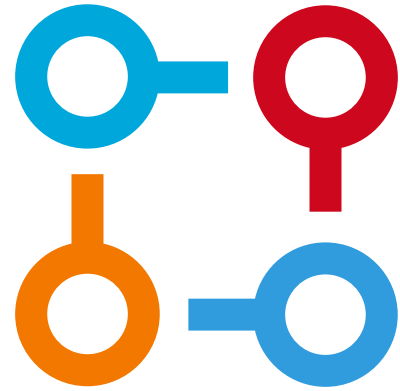
Note:

Participating in TourMIS MICE is EASY

- Registration is required to access TourMIS (FREE)
- Special data entry privileges can be granted to MICE professionals
- Send an email to MICE@TOURMIS.INFO

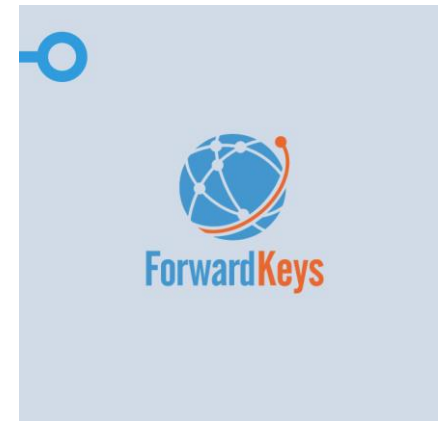


New Participants Welcome



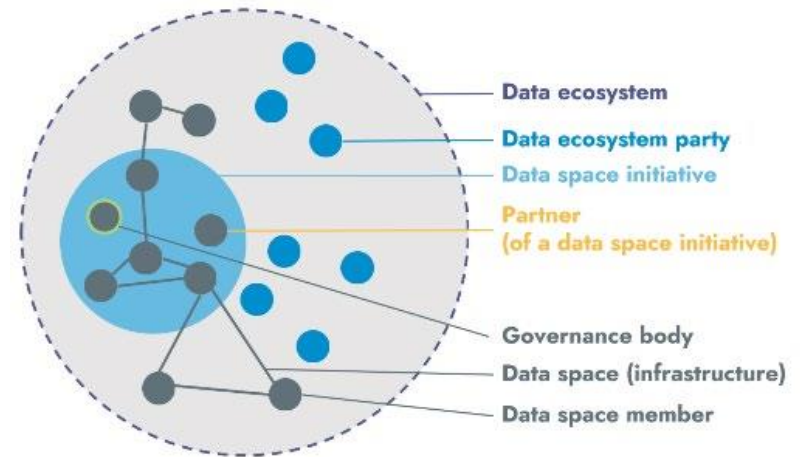
TOURISM DATA SPACE

Consortium Partners



What is a Data Space?

- A data space is a **decentralized system** that enables easier data asset sharing among a network of different organisations, such as SMEs, public authorities, private enterprises, NGOs, and research institutes. Data spaces usually provide both organisational and technological resources for participants.
- A **governing body** creates the standards, policies, and practices that define how the data space operates and how decisions are made. It provides a structure for the management of the data space and outlines the roles, responsibilities, and accountabilities of participants. A key principle of data spaces is that shared data assets remain under the control of the original "data holder".
- In terms of **technology**, data spaces use open-source standards to implement mechanisms of trust, security, and connectivity among participants in order to control external "data user" access to the data.



Tourism Data Inventory

- Data theme (Built Capital, Economic Impact, Social Impact, etc.)
- Data frequency
- Data availability lag
- API availability
- Data abstraction (raw data → data-driven insights)
- Data cost and accessibility
- Data scale (LAU → NUTS 0)
- Data geographic coverage
- Language
- Data relevance and value to tourism stakeholders

Tourism Data Inventory Demo


Free access

<https://dsft.modul.ac.at/tourism-data-inventory/>

or

<https://www.tourmis.info/>

Tourism Data Inventory Demo

Search: Data source or holder Location Display  

Tourism Data Space Inventory									
Data source	Data holder	Human capital	Natural capital	Built capital	Economic/Social capital	Economic impact	Social impact	Environmental impact	
1 Aarhus Airport	Aarhus Airport A/S	No	No	Yes	Yes	Yes	No	No	
2 ACI	ACI (Canada)	No	No	Yes	No	Yes	No	No	
3 Advantage Austria	Advantage (Austria)	No	No	No	No	Yes	No	No	
4 Advisory Report Resident Survey 2022	Hólar University (Iceland)	No	No	No	No	Yes	Yes	Yes	
5 AEMET - Agencia Estatal de Meteorología	AEMET - Agencia Estatal de Meteorología (Spain)	No	Yes	No	No	No	No	Yes	
6 AENA - Estadísticas de Tráfico Aereo	AENA - Estadísticas de Tráfico Aereo (Spain)	No	No	Yes	No	Yes	No	No	
7 Aeroporti di Roma	Aeroporti di Roma	Yes	No	Yes	Yes	Yes	Yes	Yes	
8 Aéroports de la Côte d'Azur	Aéroports de la Côte d'Azur	No	No	Yes	No	Yes	No	No	
9 Agency for Digital Government	Agency for Digital Government (Denmark)	No	No	Yes	Yes	Yes	Yes	No	
10 AirDNA	AirDNA (United States and Spain)	No	No	Yes	Yes	Yes	No	No	
11 Airport Bratislava	Airport Bratislava, a. s.	No	No	No	No	Yes	No	No	
12 Airports in Netherlands	Airports in Netherlands (Netherlands)	Yes	No	Yes	Yes	Yes	No	No	
13 Aktion Airport	Fraport Greece	No	No	No	No	Yes	No	No	
14 AMS	AMS (Austria)	Yes	No	No	No	Yes	Yes	No	
15 ANA - Aeroportos de Portugal	Multiple	Yes	No	Yes	Yes	Yes	No	Yes	
16 Annordia	Multiple (Sweden)	No	No	Yes	Yes	Yes	Yes	No	
17 Annual Reports	Visit Brussels (Belgium)	Yes	No	Yes	Yes	Yes	No	No	
18 Antwerp Airport	Antwerp Airport (Belgium)	No	No	No	No	Yes	No	No	
19 Antwerp Port	Antwerp Port (Belgium)	No	Yes	Yes	No	No	No	No	
20 Aperto (Gli Open Data della Città di Torino)	Multiple	Yes	Yes	Yes	Yes	Yes	Yes	Yes	

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Blueprint and Roadmap for Deploying the European Tourism Data Space



https://ec.europa.eu/info/funding-tenders/opportunities/grants/docs/080166e50769adea/Attachment_0.pdf

Stay Tuned...

DeployTOUR

3-year Deployment and Piloting Project
kicking off late 2024



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Thank you for joining us!



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