



Analyzing Cultural Demand for European Destinations



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Visitations to cultural sites

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 der Universität Wien Burgkapelle Burgtheater Donauturm
Erzbischöfliches Dom- und Diözesanmuseum Karlsplatz Gloriette Haus der Musik Haus des Meeres
Heeresgeschichtliches Museum Hermesvilla Museum der Stadt Wien (Hauptgebäude)
Hofburg/Hofsilber und Tafelkammer Hofburg/Kaisertempel Karlsplatz Hofburg/Schatzkammer Hundertwasserhaus
Jüdisches Museum Kaisergruft (Kaiserhof) Karlsplatz Leopoldstadt
Kunsthalle Wien Kunsthause Wien Kunsthaus Walfischgasse
Museumsquartier Lipizzanermuseum Museumsplatz
Angewandte Kunst Museum für Moderne Kunst Museumsplatz
Museumsquartier Naturhistorisches Museum Museumsplatz
Art Cult Center Österr. Theatermuseum Museumsplatz
Anatomisches Bundesmuseum Planetarium Prater
Riesenrad Römische Ruinen unter dem Hohen Markt Prater
Schmetterlingshaus (im Burggarten) Schönbrunn Prater
Secession Sigmund-Freud-Museum Spanische Hofreitschule Prater
Katakomben, Turm) Technisches Museum Uhrenmuseum Prater
Staatsoper (Führungen) Zoom Kindermuseum (64 Wien)



Classification

- 19 forms of supply

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|---|--|
| 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) Culture (3) Tradition (4) Landscape and buildings → a site may be associated to multiple experiential categories

TourMIS: A Live Demo

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



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