How to enter tourism statistics into TourMIS

www.tourmis.info

A system to support data management in tourism destinations

TourMIS Handbook

ACKNOWLEDGEMENTS

We would like to thank Prof. Dr. Karl Wöber (Modul University Vienna) for his efforts to continuously develop and expand TourMIS. For the update of this comprehensive manual we would like to emphasize the coordination efforts of Ms. Tünde Mester (Hungarian Tourism Ltd), Ms. Valeria Croce (European Travel Commission Executive Unit) and Mr. Vincent Nijs (Visit Flanders) as well as the ETC Market Intelligence Committee for their valuable contributions. TourMIS is a Marketing-Information-System for tourism managers. The major aim of TourMIS is to provide information and decision support for tourism managers and scholars. The development of TourMIS is financially supported by the Austrian National Tourist Office and the European Travel Commission.

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How to enter statistics in TourMIS?

Instructions and Frequently Asked Questions

Last update: 08/03/2023 16:44:53

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1. Introduction

TourMIS (www.tourmis.info) is a **marketing decision support system** that supports the **tourism industry** by collecting, storing, processing, and disseminating tourism related information. The system provides free access to a number of important tourism indicators such as bednights, arrivals and capacities in tourism destinations (countries, regions, cities). All information can be retrieved in the form of tables and graphs. The development of TourMIS (layout and functionality) is directed by the needs of its users and implemented by researchers at MODUL University Vienna[1] where the TourMIS server is located. The project is financially supported by various partners such as the **Austrian National Tourist Office[2]**, the **European Travel Commission[3], City Destinations Alliance[4]**, and a number of other organizations in Austria and worldwide[5].

The TourMIS database consists of various data sources. The maintenance of the data is carried out in different formats depending on the origin of the data sources. Using TourMIS is rather intuitive and therefore does not need much explanation. This handbook explains how to use TourMIS and, in particular, how to enter data into the databases under the supervision of City Destinations Alliance (CityDNA) and the European Travel Commission (ETC).

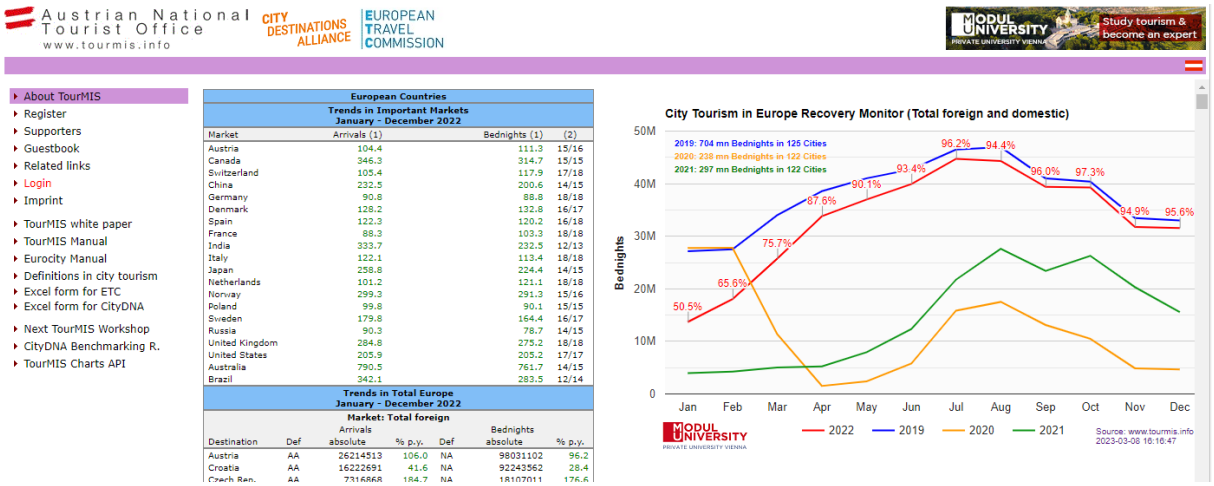


Figure 1: The TourMIS homepage

2. Access to TourMIS

Although access to TourMIS is free, every user **must register** with the system:

1. Go to TourMIS (enter www.tourmis.info in a standard Internet browser)
2. Switch to the English version by clicking on the British flag (optional).
3. Select '**How to register'** from the menu
4. Complete all fields and press **OK** at the bottom of the page
5. You will receive your password within a few seconds via email.

[1] www.modul.ac.at
[2] www.austria.info
[3] www.etc-corporate.org
[4] https://citydestinationsalliance.eu/
[5] see 'Supporters' on www.tourmis.info

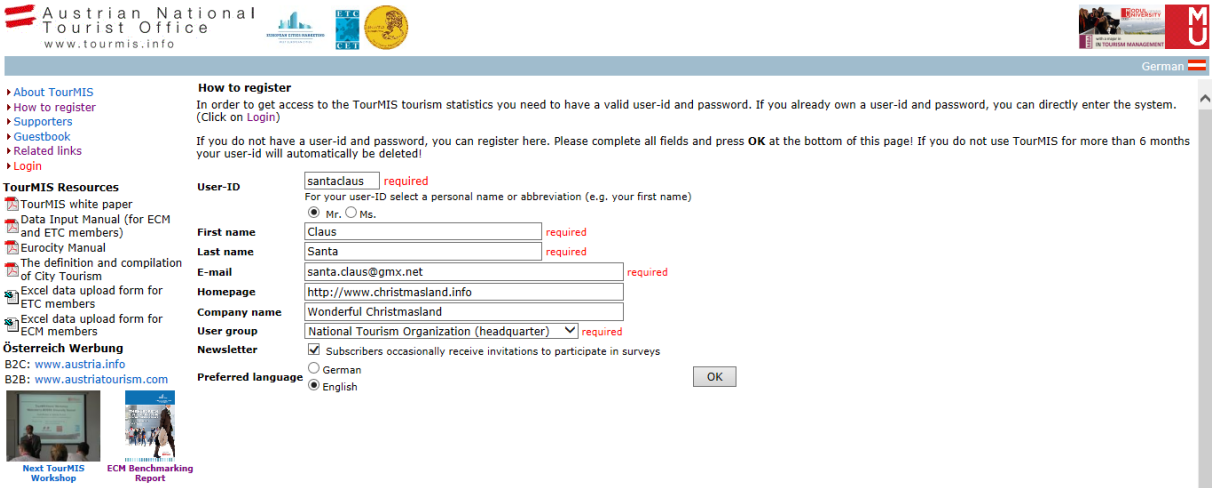


Figure 2: The registration form ('How to register')

```
Dear Mr. Santa Claus

You have successfully registered with TourMIS.
Your password was randomly selected. You may change your password by
clicking on "Edit user profile" after log on at http://www.tourmis.info.

Your user-id is: santaclaus
Your password is: ydu943hm

This e-mail was automatically sent to you by TourMIS.
```

Figure 3: Email sent by TourMIS (example)

After you have received your personal (randomized) password (see Figure 3), you can login into TourMIS. To do this, go to www.tourmis.info and select **Login** from the menu. Enter your user ID and password and click 'OK'. The welcome page will appear after a few seconds.

You will probably want to change your password to a more memorable one. Select '**Edit user profile**' under '**General Information**' in order to change your personal settings including your password. Do not forget to save the changes by clicking on 'OK'.

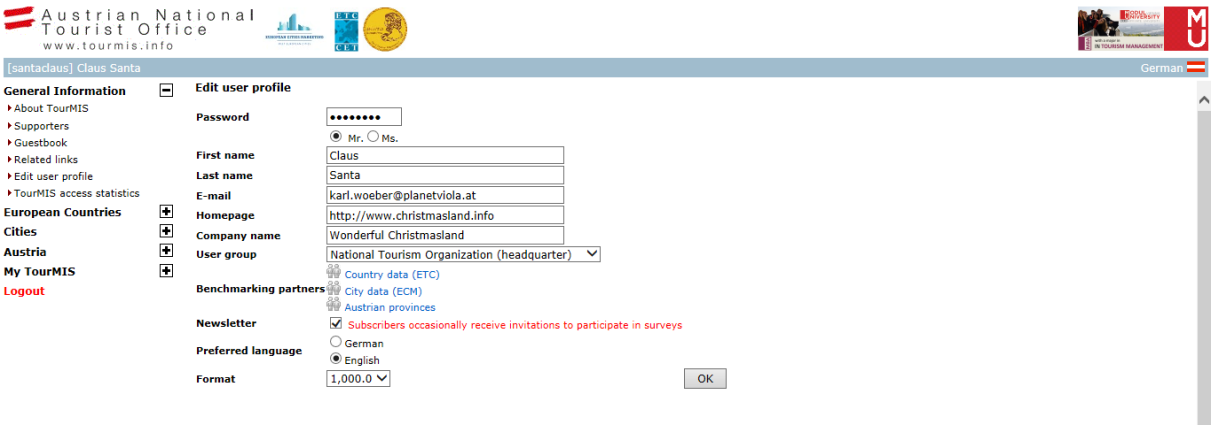


Figure 4: Changing the random password under 'Edit user profile'

2.1. Authorization for data input

Entering and editing data in TourMIS is restricted to authorized users only. This requirement is necessary in order to maintain the high level of data integrity and correctness. Members of **City Destinations Alliance**, the **European Travel Commission**, or other interested organizations or companies with expertise in tourism

statistics must request permission to edit data related to their tourism destination. Qualified individuals who may become TourMIS data inputters:

- have a minimum level of knowledge of tourism statistics in their city/country (particularly persons who know where to obtain information about accommodation capacities, number of overnights, arrivals, etc.);
- have a personal email address;
- are willing to enter tourism statistics on a regular basis.

The contact person who fulfils all of the above requirements **must**

(1) **register with TourMIS** (see previous section) **and**
(2) send an email to the TourMIS team at MODUL University Vienna (support@tourmis.info) and ask for the **special authorization for entering data for your city, region, or country**.

The TourMIS team will reply to your request within 24 hours. Once you have received data input authorization, you will find an additional item 'Data entry' in the main TourMIS menu.

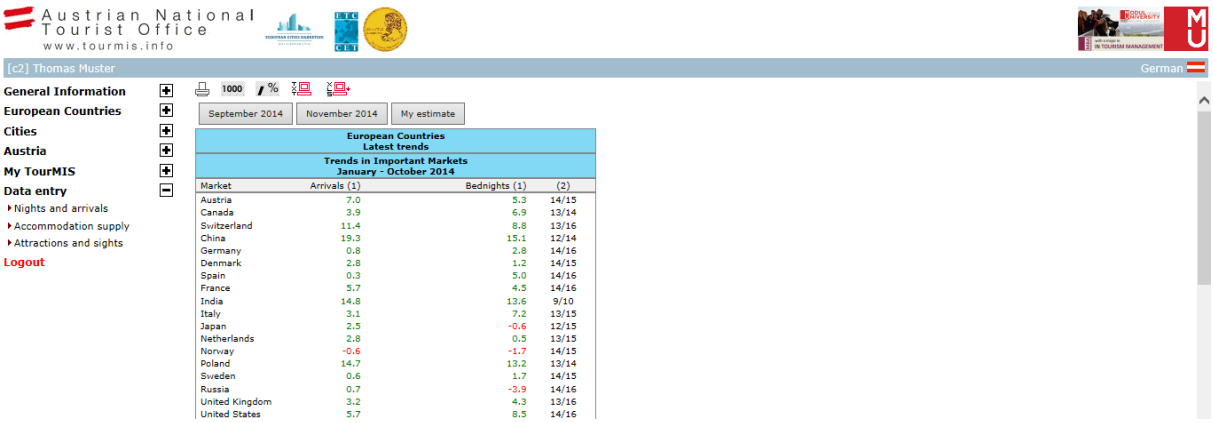


Figure 5: Menu item 'Data entry' in the main menu (for users with data input rights only)

All TourMIS users with data entry rights will find following options under 'Data entry':

- Nights and arrivals
- Accommodation supply
- Attractions and sights
- Shopping barometer (**only for CityDNA data inputters**)

When you click on '**Nights and arrivals**' you will find following options:

1. Availability of data/definitions (Data Input Timetable)
2. Enter/edit latest available figures (**only for ETC data inputters**)
3. Enter/edit annual and/or monthly figures
4. Availability and definitions (Data Input Timetable)

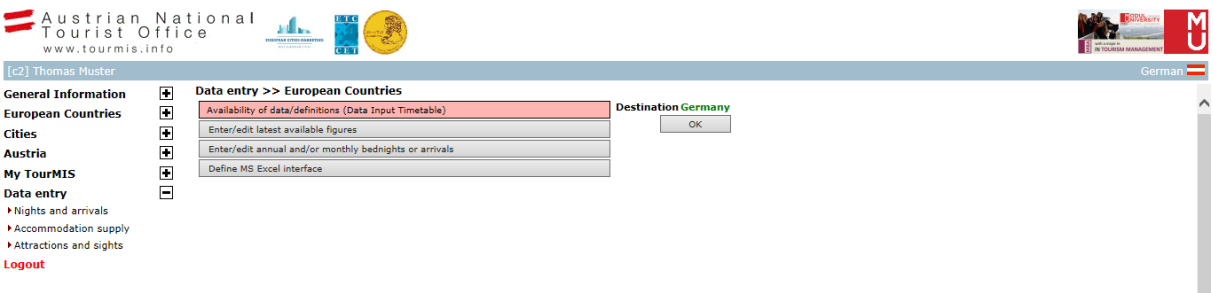


Figure 6: 'Data entry' options

2.2. The 'Data Input Timetable'

All users with data entry rights must start using TourMIS by defining the availability of their statistics in the **Data Input Timetable**. When you click on 'Availability and definitions' you will be asked to confirm the destination for which you are authorized to enter data into TourMIS (TourMIS users who have access rights for more than one destination will be asked to select the destination to be edited). In the **Data Input Timetable** (Figure 7), you need to specify which of these measures are available in your destination and when new figures usually become available. In addition, you need to specify, if the data allows, differentiation between domestic and foreign markets. Unless the availability of your statistics changes, the information in this form only needs to be entered once.

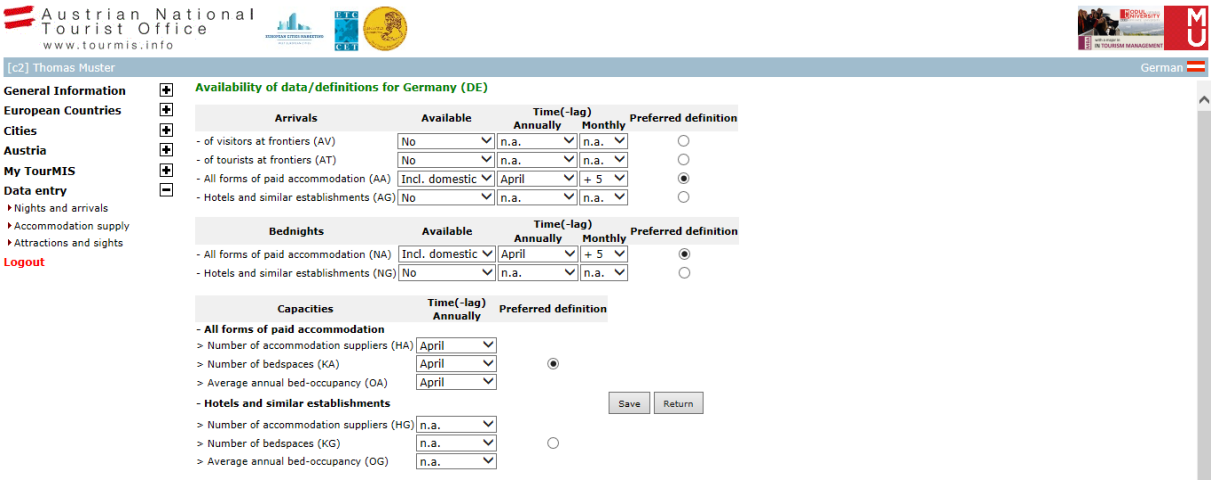


Figure 7: European Travel Commission's Data Input Timetable in TourMIS

The European Travel Commission compiles data according to the following eight definitions:

1. Arrivals of visitors at frontiers
2. Arrivals of tourists at frontiers
3. Arrivals of tourists in all paid forms of accommodation establishments
4. Arrivals of tourists in hotels and similar establishments
5. Bednights of tourists in all paid forms of accommodation establishments
6. Bednights of tourists in hotels and similar establishments
7. Capacities (and occupancy) in all paid forms of accommodation establishments
8. Capacities (and occupancy) in hotels and similar establishments

City Destinations Alliance compiles data according to following 18 definitions:

1. Arrivals of all visitors (tourists and day visitors) in city area only
2. Arrivals of all visitors (tourists and day visitors) in greater city area
3. Arrivals in all accommodation establishments incl. VFR in city area only
4. Arrivals in all accommodation establishments incl. VFR in greater city area
5. Arrivals in all paid forms of accommodation establishments in city area only
6. Arrivals in all paid forms of accommodation in greater city area
7. Arrivals in hotels and similar establishments in city area only
8. Arrivals in hotels and similar establishments in greater city area
9. Bednights in all accommodation establishments incl. VFR in city area only
10. Bednights in all accommodation establishments incl. VFR in greater city area
11. Bednights in all paid forms of accommodation establishments in city area
12. Bednights in all paid forms of accommodation establishments in greater city area
13. Bednights in hotels and similar establishments in city area only
14. Bednights in hotels and similar establishments in greater city area
15. Capacities (and occupancy) in all paid forms of accommodation establishments in city area only

16. Capacities (and occupancy) in all paid forms of accommodation establishments in greater city area
17. Capacities (and occupancy) in hotels and similar establishments in city area only
18. Capacities (and occupancy) in hotels and similar establishments in greater city area

In the first column, you enable or disable a certain category (Yes/No). In the second column you specify whether **domestic** figures are included in your total figures, or not (i.e. residents of your country travelling within your destination). In the third and fourth column, you enter a period when the data usually arrives at your desk. In the third column, labelled 'Annually', you enter the **month** when your annual figures become available; in the fourth column, you enter the **time lag** when your monthly data (usually) become available.

Example (illustrated in Figure 7):

The person responsible for *Germany* has specified the following measures as available in TourMIS:

1. Arrivals in all forms of paid accommodation establishments: The total figures include information on the domestic market. The data are usually available in April of the following year (e.g. 2014 data are usually published (by the official statistical office or market research company) in April 2015). Monthly data for 'Arrivals in all forms of paid accommodation establishments' are announced with a time lag of five months (e.g. data for July 2014 are usually announced in February 2015).
2. Bednights in all forms of paid accommodation establishments: The total figures include information on the domestic market. The data are usually available in April of the following year (e.g. 2014 data are usually published (by the official statistical office or market research company) in April 2015). Monthly data for 'Bednights in all forms of paid accommodation establishments' are published with a time lag of five months (e.g. data for July 2014 are usually published in February 2015).
3. Number of accommodation suppliers, number of bedspaces, and annual bed-occupancy exist for all forms of accommodation establishments and data become available in April of the following year.

TourMIS is programmed to remind authorized TourMIS users who have not entered their data in time. TourMIS uses information from the **Data Input Timetable** in order to check the status of the database and to remind data inputters when they have not entered their data. This check is triggered every second week.

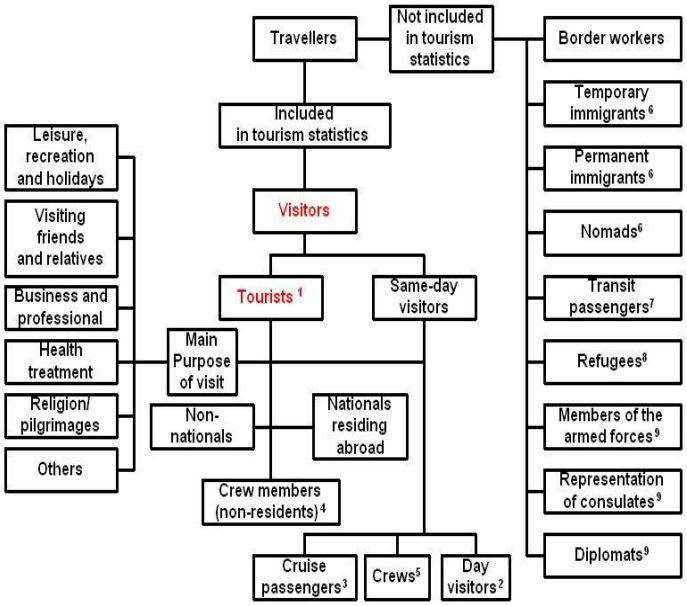
IMPORTANT: It is very important that the Data Input Timetable is accurate! If you incorrectly specify entries in the Data Input Timetable, you will not be able to enter data and TourMIS users will not be able to access them. On the other hand, if you define something you do not have data available for, other users will think that you are not fulfilling your data sharing responsibilities and TourMIS will unnecessarily remind you to enter your data into the database.

If you are not confident about the definitions used in your statistics, read Chapter 3 which includes information on **common standards** published by the UN World Tourism Organisation (UNWTO). Carefully compare these definitions with the documentation, which is provided by your data source. If you are still not sure which definitions your data refer to, contact the originators of your statistics (e.g. statistical office, market research company, university department, etc.) and try to clarify the **scope of your data**. If you still have doubts, then contact the TourMIS team (support@tourmis.info) and ask for support.

3. Terms and definitions used in tourism statistics[6]

What is the difference between a visitor and a tourist?

A **visitor** is any person who travels to a place other than that in which they have their usual residence but outside their usual environment for a period not exceeding 12 months and whose main purpose is other than performing an activity remunerated at the place visited. A **same-day visitor** is a visitor who does not spend a night at collective or private accommodation in the place visited. A **tourist** is a visitor who stays at least one night at collective or private accommodation in the place visited. Both tourists and same-day visitors are **visitors.** Hence, number of visitors = number of tourists + number of same-day visitors. Therefore, the number of tourists is always a proportion of the number of visitors.



[1] Visitors who spend at least one night in the country visited, but less than one year.
[2] Visitors who arrive and leave the same day for leisure, recreation and holidays; visiting friends and relatives; business and professional health treatment; religion/pilgrimages and other tourism purposes, including transit day visitors *en route* to or from their destination countries.
[3] Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organization (IMO), 1965) and who spent the night aboard ship even when disembarking for one or more day visits.
[4] Foreign air or ship crews docked or in lay over and who use the accommodation establishments of the country visited.
[5] Crews who are not residents of the country visited and who stay in the country for the day.
[6] As defined by the United Nations.
[7] Who do not leave the transit area of the airport or the port, including transfer between airports or ports.
[8] As defined by the United Nations High Commission for Refugees, 1967.
[9] When they travel from their country of origin to the duty station and vice-versa (including household servants and dependents accompanying or joining them).

Figure 8: Classification of International Visitors (UN World Tourism Organization)

[6] If you are familiar with tourism statistics, you can skip this Chapter.

What is the difference between hotels and similar establishments and all accommodation establishments?

All accommodation establishments include private accommodations and collective establishments (Figure 9). **Private accommodation** includes private rental and non-rental accommodation (i.e. rented and/or owned). **Collective establishments** include hotels and similar establishments (motels, etc.), specialized establishments (holiday camps, conference centers, etc.) and other collective establishments (tourist campsites, holiday dwellings, etc.).
Hotels and similar establishments is one type of collective tourism establishment; only includes hotels and similar establishments. Therefore, the numbers of hotels and similar establishments are always a proportion of the numbers of all accommodation establishments in a specific region/country.

What is the difference between arrivals at frontiers and arrivals at a place of accommodation?

The evaluation of arrivals is classified as following:

1. by information collected from inbound visitors based on **exit or embarkation forms**, or
2. by information collected from inbound visitors based on **entry or debarkation forms**, or
3. by **information recorded by border control officials** from passports of departing or arriving inbound visitors, or
4. by any other information collected by generating countries on inbound visitors to the destination in question (e.g. street surveys), or
5. by information on tourists **recorded by operators of collective accommodations**.

Sources (1-4) are commonly referred to as **arrivals at frontiers**. Source (5) is commonly referred to as **arrivals at a place of accommodation** (for more details on the various forms of accommodation see the definition of types of accommodation). The latter can account for information on domestic tourism, whereas the former cannot.

Source (1) is preferred over (2) because it gathers data on actual behavior of inbound visitors as they are leaving the country. Source (2) relies on visitor intentions, which may not be a realistic guide to actual behavior. Forms used in (1) and (2) usually comprise information on country of residence, purpose of trip, length of stay, last port of embarkation and next port of debarkation. Source (3) consists of information that is more limited; sometimes it provides only data for country of residence, gender, and age.

In source (4), countries generating visitors can sometimes provide visitor data for another destination. For example, the Canadian government gathers data on Canadian residents returning from visits to the United States and this information is shared with the US national tourism authorities.

Source (5) is the last resort when no border crossing data are available. Compared to the other sources, with this method it is possible to count arrivals generated by domestic tourists. However, this method is also subject to three important limitations: (a) it does not cover same-day visitors; (b) it does not cover types of accommodation where registration is not compulsory, such as homes of friends and relatives; and (c) this method cannot provide an unduplicated count of visitors to the country to the extent that tourists stay in various places before leaving. However, if a large proportion of inbound tourists to the country stay at these establishments, the collection of visitor statistics from accommodation establishment records will become more useful.

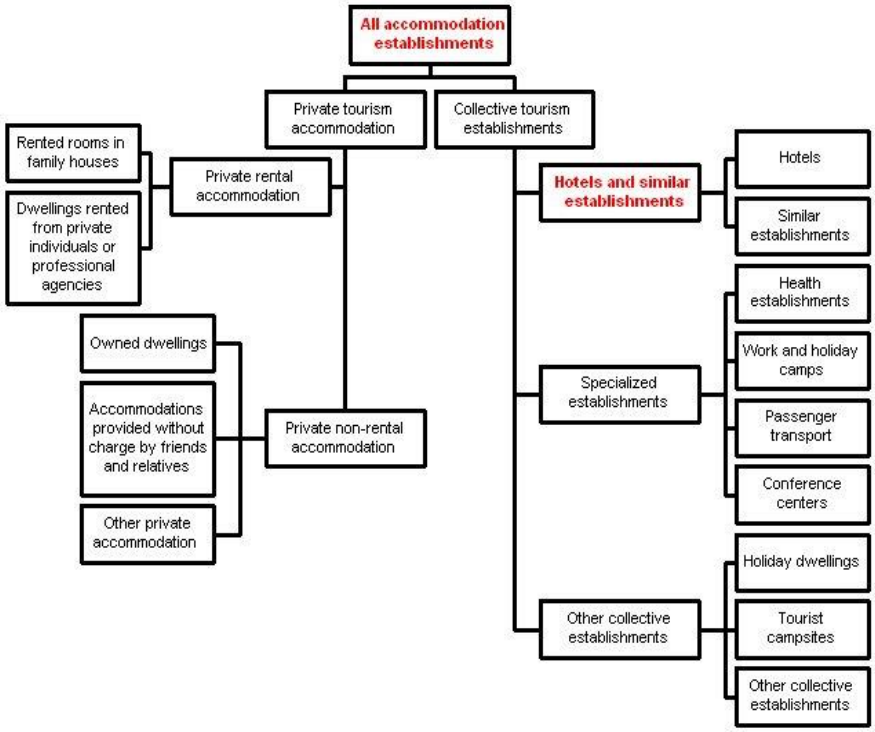


Figure 9: Classification of Accommodation Establishments

How to measure the number of nights tourists stay in a destination?

The number of (over-)nights a tourist spends at a place of accommodation can be measured in two formats:

1. **Bednights**, the number of beds occupied by accommodation establishments
2. **Roomnights**, the number of rooms occupied by accommodation establishments

The number of roomnights is always less than the number of bednights. The number of bednights divided by the number of roomnights is the **double-room ratio**. The number of bednights divided by the number of arrivals at the same accommodation establishments (not by border control!) is the **average duration of stay**. Together with information about the accommodation establishments' capacities (C), number of beds or number of rooms, bednights or roomnights (N) can be used for calculating **bed or room occupancy** (O), respectively. Hence, the average occupancy over a specific period (p), usually number of days, can be calculated by means of O = N / C * p (Note: most publications on annual occupancy ratios by national statistical offices use 360 days or the number of opening days).

How to define City Tourism?

In addition to the definitions commonly used for national statistics, city tourism has a few more variations that are taken into account by CityDNA. Following practices in many cities in the United Kingdom and Ireland, CityDNA decided to differentiate between **paid** and **unpaid forms of accommodation**, the latter including data on tourists **visiting friends and relatives (VFR)**; and to differentiate between statistics capturing the **closer/inner-city/downtown area, typically relevant for city breaks**, versus statistics **including tourist activities in the surrounding suburbs and neighborhood**. A summary of these amendments on general definitions of tourism statistics is provided in Figure 10.

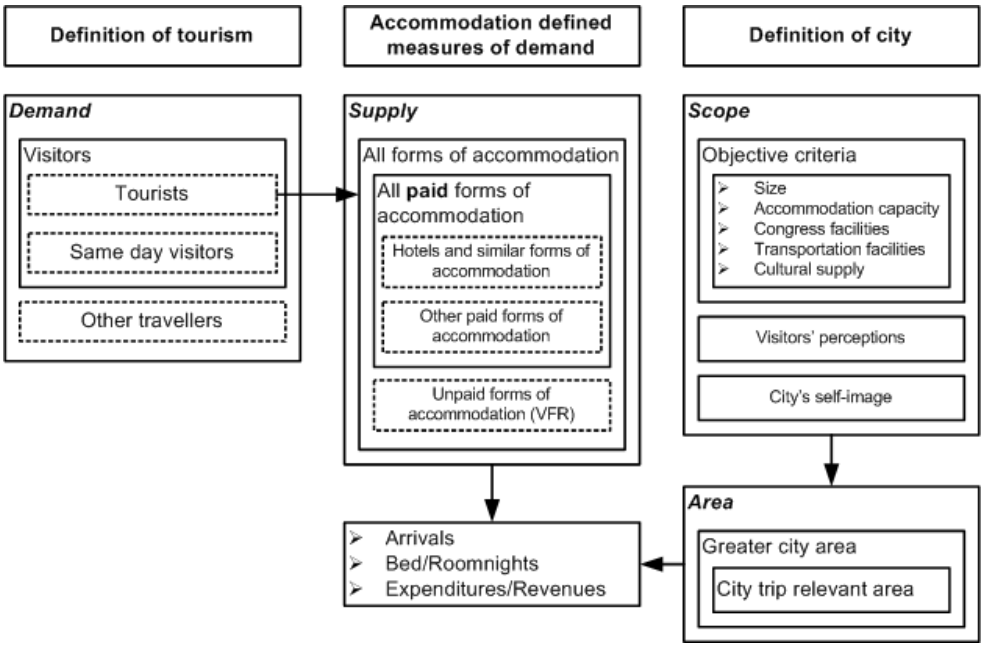


Figure 10: A framework of city tourism statistics

4. Arrivals and bednights

ETC and CityDNA are currently compiling arrivals and bednights for more than 50 countries of origin ('markets') on an annual and on a monthly basis. The data can be entered in **three different ways**:

1. By entering figures into an online form provided by TourMIS
2. By entering figures into a special Excel template provided on the TourMIS website
3. By defining an Excel interface which allows TourMIS to understand the format of any standard Excel file you may use for storing your data

NOTE: Entering the data by defining your own Excel interface (Option 3) is the quickest and most reliable form of entering your data into TourMIS.

4.1. Updating arrivals and bednights using the TourMIS online form

This chapter explains how to use the online form to enter your annual and/or monthly figures on arrivals and bednights into TourMIS.

IMPORTANT: Before you start entering your data, make sure that the Data Input Timetable reflects the definitions and methodologies used for collecting tourism statistics in your destination (see Chapter 2 and 3). On the other hand, do not change entries in the Data Input Timetable unless there is a significant reason (e.g. change in methodology of your statistical system) since this could make existing data unavailable to other TourMIS users.

Select '**Enter/edit annual and/or monthly bednights or arrivals**', and specify the information and the year you want to enter then click on 'OK' (see Figure 11).

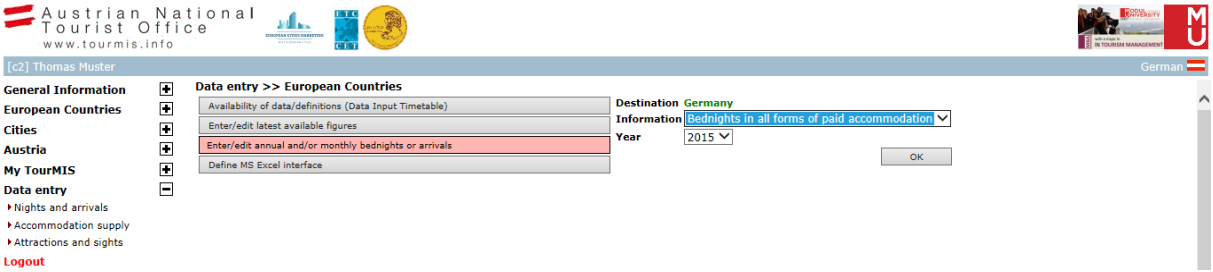


Figure 11: Selecting the type of information (definition) to be entered

Next, the **Data Input Form** for entering arrivals or bednights data will appear (Figure 12).

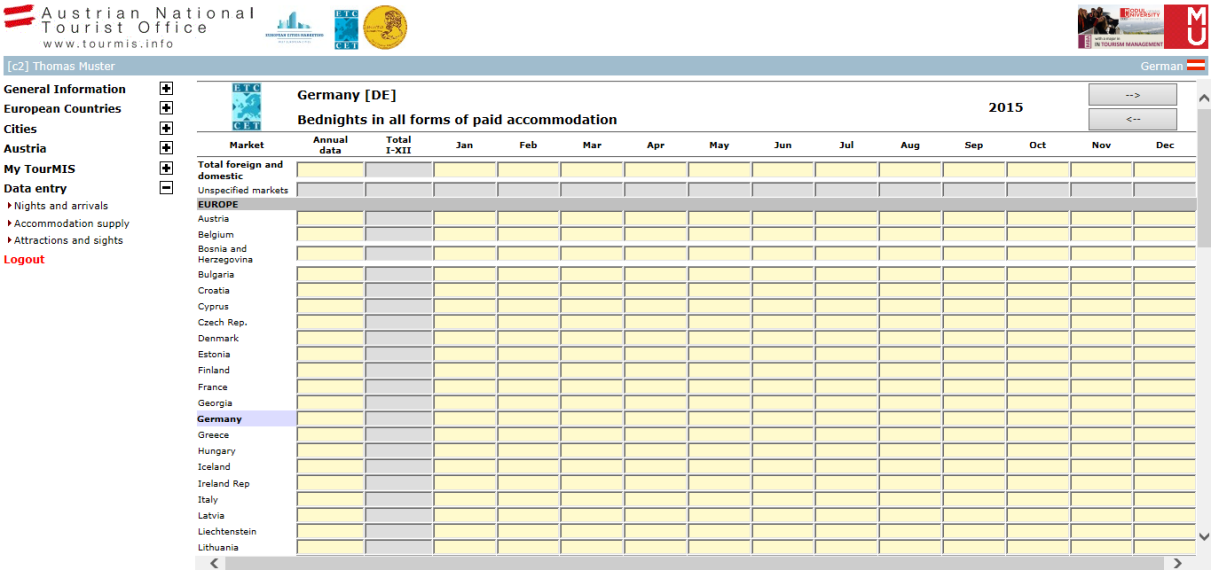


Figure 12: Data Input Form for entering arrivals or bednights

This '**Data Input Form**' allows you to enter annual (first column next to the list of countries of origin) and monthly data for the year you have selected. You can change the year by clicking on the arrows at the top of the page.

Enter your statistics with as much detail as possible: **Do not round your data** as this will cause problems when percentages (e.g. relative change to previous year) are calculated by TourMIS. However, **you can skip markets for which you have no information available**.

Depending on your selection in the Data Input Timetable, you can either enter annual or monthly data, or both.

IMPORTANT: You must enter a figure in the first row ('Total Foreign and Domestic' or 'Total Foreign'). If you have disabled 'domestic' in the Data Input Timetable, you will not be able to enter a figure for your home market and the first row will display 'Total foreign' (instead of 'Total foreign and domestic'). **You will not be able to save your data if you have not entered any data in the first row!**

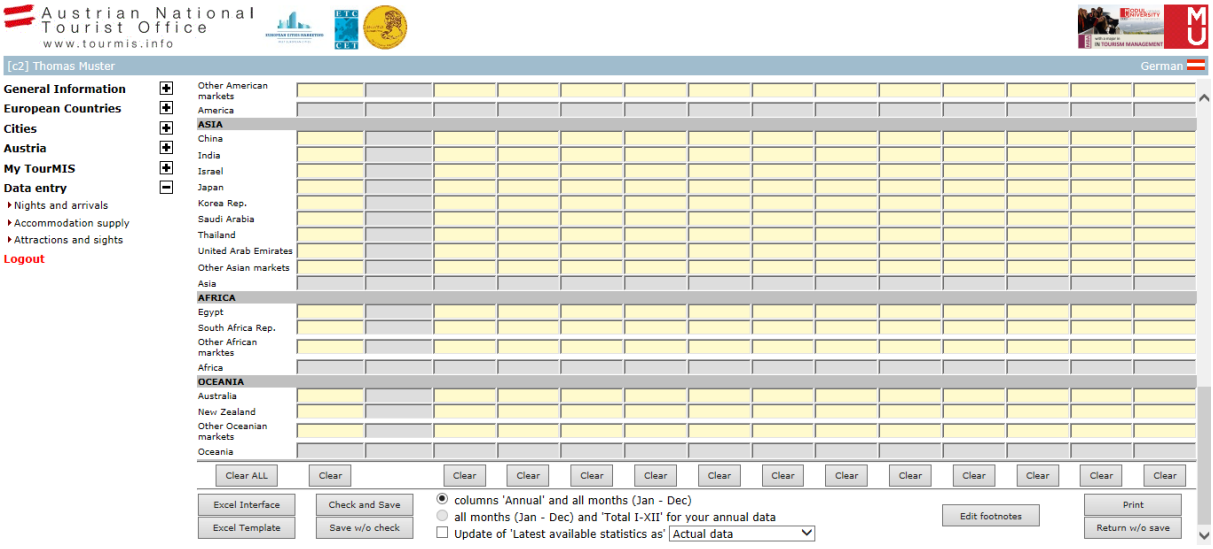


Figure 13a: The ETC Annual data Input Form (bottom)

There are a number of features in TourMIS which will help you to enter your data correctly:

- You must enter data in the first row ('Total Foreign and Domestic' or 'Total Foreign'), either in the column 'Annual' or in the columns 'Jan' to 'Dec' (or both). If you have selected 'Total Foreign and Domestic' and you enter data for your domestic market, then TourMIS will automatically calculate 'Total Foreign' during the saving process. If you have selected 'Domestic is not available' in the Data Input Timetable, then your first row will be 'Total Foreign' and you will not be able to enter anything for the domestic market.
- Please note the important difference between '0' (zero) and blank (null). If you enter zero, then TourMIS assumes that you have observed **no** arrivals/bednights for a particular period and market. If you enter null (or delete any value in a cell), this will be interpreted by TourMIS as if the data is unknown (i.e. not measured by your destination). You can always clear (or delete data in) a column or the entire spreadsheet by clicking on 'Clear' at the bottom of the form.
- If you enter monthly data (columns 'Jan' to 'Dec'), then TourMIS will automatically aggregate these values in the column 'Total I-XII'; the totals in this column will not be saved unless this is requested by the user (read below).
- TourMIS will automatically aggregate figures by continents ('Europe', 'America', etc.) when the user enters a value into 'Other [continent] markets'. If you enter '0' in the field, then TourMIS will calculate the total of all markets for the respective continent.
- TourMIS will also calculate the field 'Unspecified markets', which is the total number of arrivals/bednights (first row) minus any data you enter for individual markets ('Austria', 'Belgium', etc.). Please note that your total number of markets must not exceed your total number (first row), hence 'Unspecified markets' must not be negative.

At the bottom of the form you will find a number of other helpful functions and options (see Figure 13a):

- **Option: 'Columns 'Annual' and all months (Jan-Dec)' OR 'All months (Jan-Dec) and 'Total I-XII' for your annual data'**. This option decides which data should be saved by TourMIS as your annual data. You can select between the total of monthly data automatically calculated by TourMIS (column 'Total I-XII') and the data you may have manually entered in the first column ('Annual'). This could be important as statistical offices sometimes revise their annual data at the end of the year without adjusting the monthly data they published previously. The default is 'Columns 'Annual' and all months (Jan-Dec)', but this option is only enabled when you have entered monthly data for an entire year.
- **Checkbox: 'Update Latest Available Statistics'** (**only for ETC data inputters**). If you enter monthly data and tick this box, TourMIS will automatically calculate all percentage change rates required by the ETC data table 'Latest Available Statistics' (see Chapter 5).
- **Check and save**. When you click this button, TourMIS will check for typos and save your entries to the TourMIS database. TourMIS will check data integrity by calculating change rates and report on significant deviations (possible typos). TourMIS will provide a warning message if data anomalies are identified (see

Figure 13b). Nevertheless, TourMIS will always save the data and warning messages can be ignored if the deviations are justified.

- **Save w/o check**. Click this button only when you are absolutely sure that the data you have entered are correct.
- **Excel Interface**. This option allows you to upload your data using a flexible Excel Interface, which allows you to upload your data from any type of Excel spreadsheet you may have available (for more information read Chapter 4.3).
- **Excel Template**. This option allows you to upload your data using the standard TourMIS Excel template, which can be downloaded from the website (for more information read Chapter 4.2).
- **Edit footnotes**. Click this option if you want to enter remarks, which TourMIS should show to TourMIS users when retrieving your data (for more information read Chapter 4.5).
- **Print**. Click this option if you want to print the current form.
- **Return w/o save**. Click this option if you want to return to the previous page without saving your entries (similar to clicking on the 'back button' of your browser, all changes will be lost).

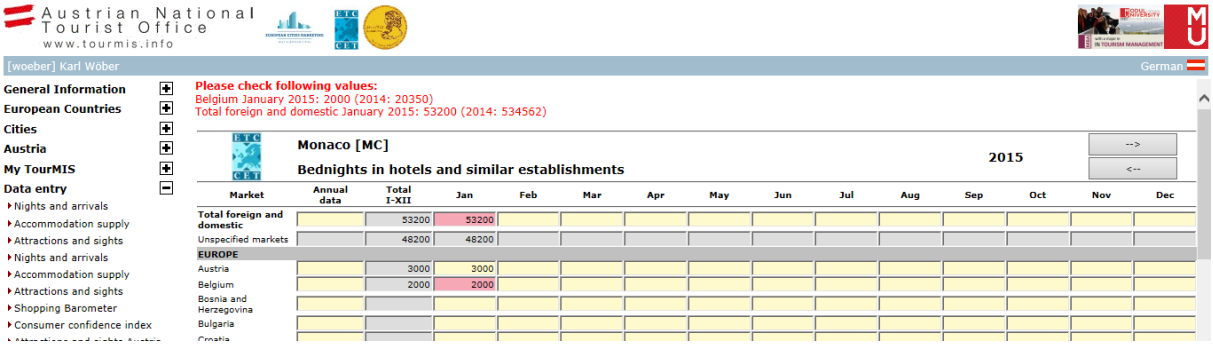
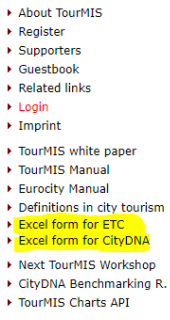


Figure 13b: A warning message appears when TourMIS detects major deviations from previous year

4.2. Updating data using the standard TourMIS-Excel template

Annual and monthly statistics on arrivals and bednights can also be uploaded to the TourMIS database by means of two different Microsoft Excel upload functions. The Excel template upload option is for data inputters who find it more convenient to enter data into a spreadsheet than editing forms on the Internet. Uploading the standard Excel template to the online form in TourMIS takes only a few seconds.



IMPORTANT: For uploading your data with this feature provided by TourMIS you need the standard Excel template for ETC or CityDNA members. You can download this template from the TourMIS homepage (you need to logoff to see the homepage) by clicking on 'Excel form for ETC' (for country data) and 'Excel form for CityDNA' (for city data) at the left-hand menu.

Please note that there are two different templates for ETC (countries) and CityDNA members (cities), respectively! Also note that whenever there are changes in the list of markets, the template will be updated. TourMIS checks automatically if you are using the most up-to-date template.

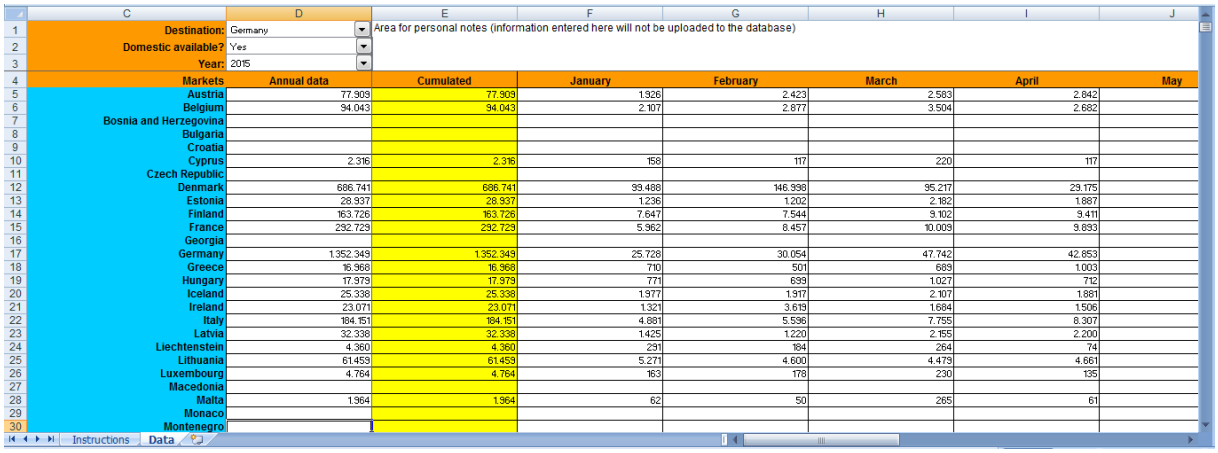
The spreadsheet contains two worksheets: (1) Instructions; and (2) Data. Select the worksheet 'Data' as displayed in Figures 14a and 14b.

1. Select your destination in the pull-down menu in [D1].
2. If your statistics contain information for the domestic market, then select 'yes' in [D2], otherwise 'no' (please note that if you select 'no', the last line changes from 'Total foreign and domestic' to 'Total foreign').
3. Select the year your data refers to in [D3].
4. Annual data are entered in the area [D5...D71]; Monthly data are entered in the area [F5...Q71]. When the total of your monthly data matches your annual data at the end of the year, then you do not need to

complete the annual data column as TourMIS is able to use the aggregates presented in column [E5...E71] (yellow cells indicate aggregates that are calculated automatically by the spreadsheet).[7]

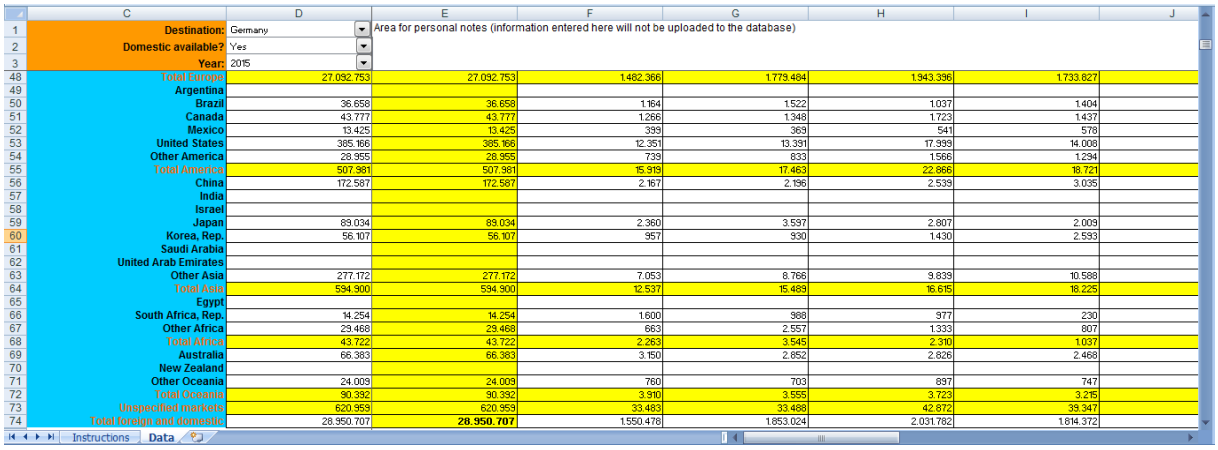
5. You must enter data for your overall 'Total' (= line [74]). The total of all markets must not exceed the total entered in this line. Any difference is reflected in 'Unspecified markets' (this figure must be positive or null). Violations against any of these rules will lead to an error during the uploading process.
6. Save your spreadsheet on your local PC before you upload it to TourMIS. To avoid any mistakes during the uploading process, provide a filename, which clearly describes the data, e.g. 'Croatia_arrivals_all_accommodation_2005.xls'. If you have data for several definitions, then you need to complete multiple spreadsheets and upload them consecutively.

IMPORTANT: Do not try to make any changes to the structure/format of the spreadsheet; otherwise, the template cannot be used for uploading data.



	C	D	E	F	G	H	I	J
1	Destination:	Germany	Area for personal notes (information entered here will not be uploaded to the database)					
2	Domestic available?	Yes						
3	Year:	2015						
4	Markets	Annual data	Cumulated	January	February	March	April	May
5	Austria	77.909	77.909	1.326	2.423	2.583	2.842	
6	Belgium	94.043	94.043	2.107	2.877	3.504	2.682	
7	Bosnia and Herzegovina							
8	Bulgaria							
9	Croatia							
10	Cyprus	2.316	2.316	158	117	220	117	
11	Czech Republic							
12	Denmark	686.741	686.741	99.488	146.998	95.217	29.175	
13	Estonia	28.937	28.937	1.236	1.202	2.182	1.887	
14	Finland	163.726	163.726	7.647	7.544	9.102	9.411	
15	France	292.729	292.729	5.962	8.457	10.009	9.893	
16	Georgia							
17	Germany	1.352.349	1.352.349	25.728	30.054	47.742	42.853	
18	Greece	16.968	16.968	710	501	689	1.003	
19	Hungary	17.979	17.979	771	699	1.027	712	
20	Iceland	25.338	25.338	1.977	1.917	2.107	1.881	
21	Ireland	23.071	23.071	1.321	3.619	1.684	1.506	
22	Italy	184.151	184.151	4.881	5.596	7.755	8.307	
23	Latvia	32.338	32.338	1.425	1.220	2.155	2.200	
24	Liechtenstein	4.360	4.360	291	184	264	74	
25	Lithuania	61.459	61.459	5.271	4.600	4.479	4.661	
26	Luxembourg	4.764	4.764	163	178	230	135	
27	Macedonia							
28	Malta	1.964	1.964	62	50	265	61	
29	Monaco							
30	Montenegro							

Figure 14a: Standard Excel template for uploading data to TourMIS (Top)



	C	D	E	F	G	H	I	J
1	Destination:	Germany	Area for personal notes (information entered here will not be uploaded to the database)					
2	Domestic available?	Yes						
3	Year:	2015						
48	Total Europe	27.092.753	27.092.753	1.482.366	1.779.484	1.943.396	1.733.827	
49	Argentina							
50	Brazil	36.658	36.658	1.164	1.522	1.037	1.404	
51	Canada	43.777	43.777	1.266	1.348	1.723	1.437	
52	Mexico	13.425	13.425	399	369	541	578	
53	United States	385.166	385.166	12.351	13.391	17.939	14.008	
54	Other America	28.955	28.955	739	833	1.566	1.294	
55	Total America	507.981	507.981	15.919	17.463	22.866	18.721	
56	China	172.587	172.587	2.167	2.196	2.539	3.035	
57	India							
58	Israel							
59	Japan	89.034	89.034	2.360	3.597	2.807	2.009	
60	Korea, Rep.	56.107	56.107	357	930	1.430	2.593	
61	Saudi Arabia							
62	United Arab Emirates							
63	Other Asia	277.172	277.172	7.053	8.766	9.839	10.588	
64	Total Asia	594.900	594.900	12.537	15.489	16.615	18.225	
65	Egypt							
66	South Africa, Rep.	14.254	14.254	1.600	988	977	230	
67	Other Africa	29.468	29.468	663	2.557	1.333	807	
68	Total Africa	43.722	43.722	2.263	3.545	2.310	1.037	
69	Australia	66.383	66.383	3.150	2.852	2.826	2.468	
70	New Zealand							
71	Other Oceania	24.009	24.009	760	703	897	747	
72	Total Oceania	90.392	90.392	3.910	3.555	3.723	3.215	
73	Unspecified markets	620.959	620.959	33.483	33.488	42.872	39.347	
74	Total foreign and domestic	28.950.707	**28.950.707**	1.550.478	1.853.024	2.031.782	1.814.372	

Figure 14b: Standard Excel template for uploading data to TourMIS (Bottom)

Every time you have entered new data in your spreadsheet, you can upload your data to the TourMIS data entry form by clicking on the 'Excel Template' button (see Figure 13). TourMIS will ask you which file you want to upload (see Figure 15). Click on 'Browse' and select the template you want to upload (Figure 16).

[7] Some statistical offices revise their annual figures at the end of the year without revising their monthly figures. In this case the revised figures will be entered in column [D5...D71]. The TourMIS database is able to host both annual and monthly data even if they do not match.

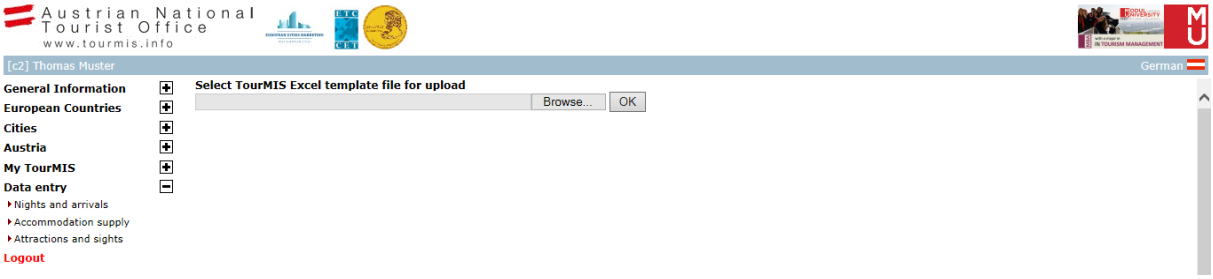


Figure 15: Uploading a Standard Excel Template file to TourMIS

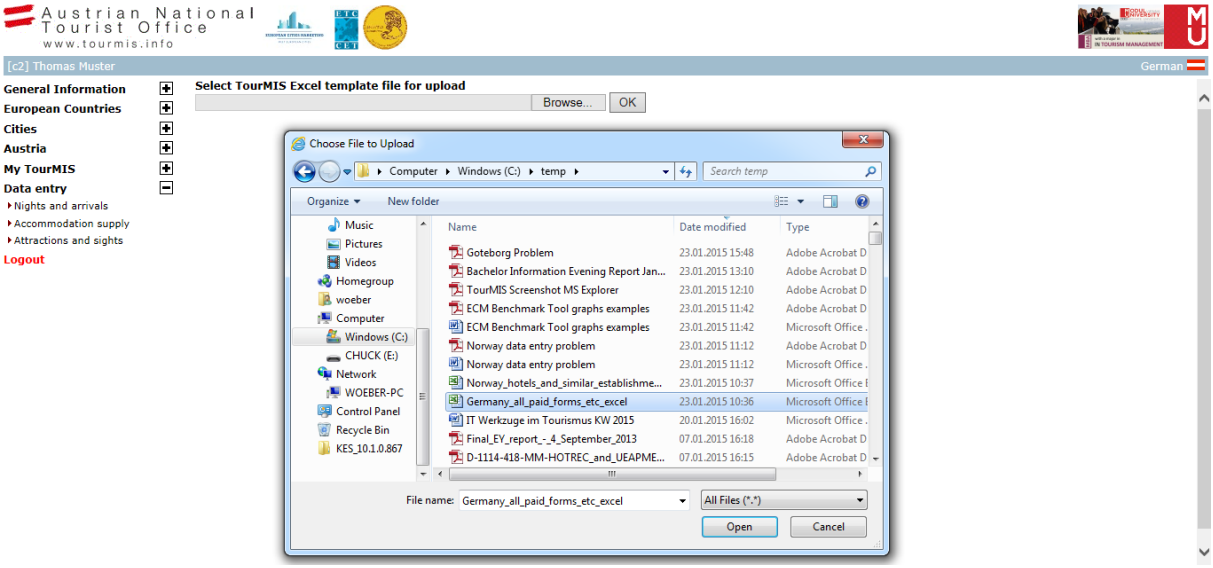


Figure 16: Uploading a Standard Excel Template file to TourMIS (step 1)

The name of the file you have selected will be shown. When you click on 'OK' (Open), the file will be uploaded to the TourMIS online form (see Figure 17).

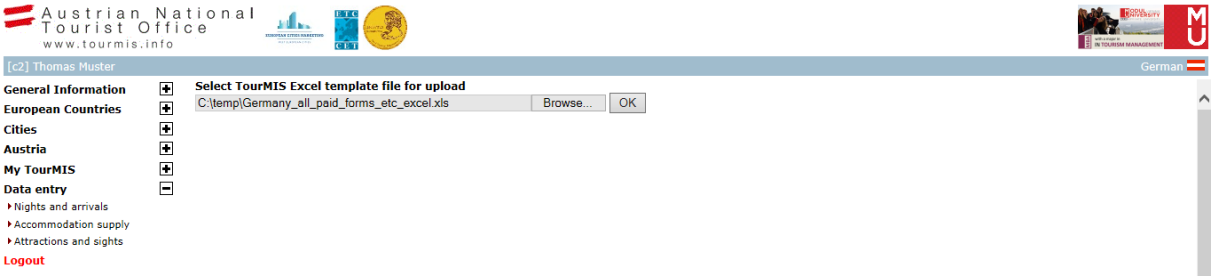


Figure 17: Uploading a Standard Excel Template file to TourMIS (step 2)

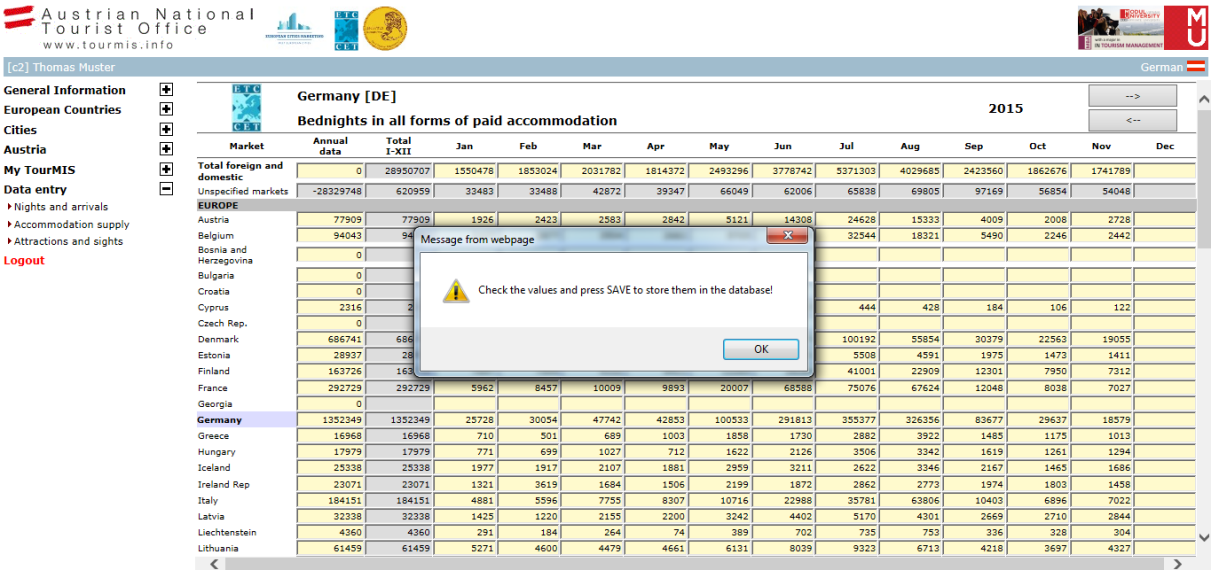


Figure 18: Uploading a Standard Excel Template file to TourMIS (step 3)

The upload will take up to two seconds. A message box will appear to remind you to check your figures before saving them to the TourMIS database (Figure 18).

Uploading data to the online form does not save the data to the database. You must select 'Check and save' or 'Save w/o check' in order to save your changes to the TourMIS database (see Figure 19)!

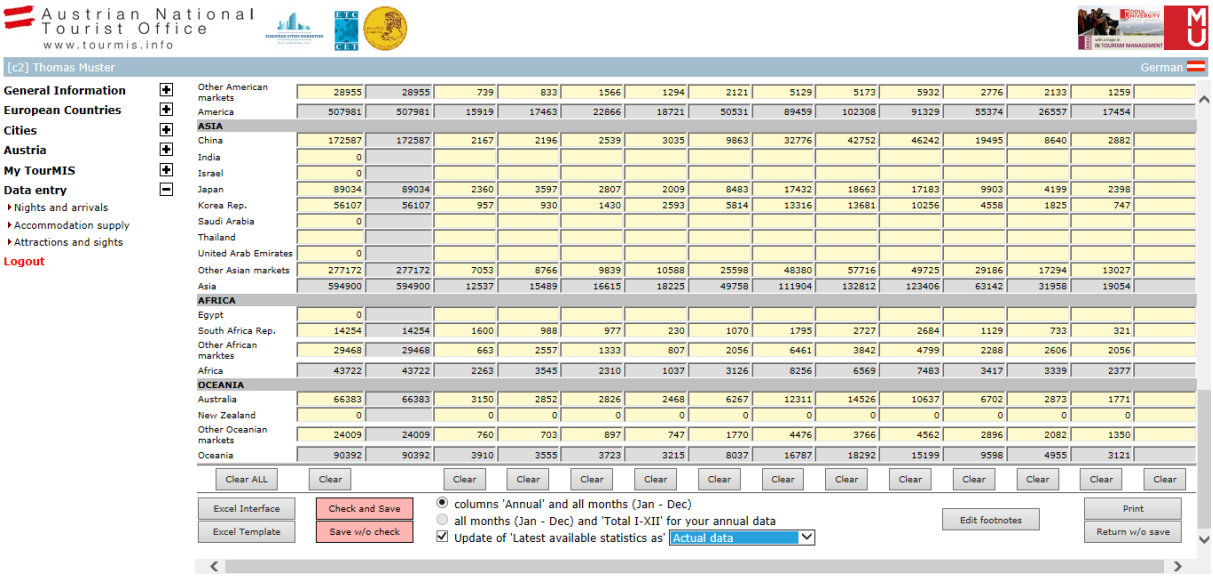
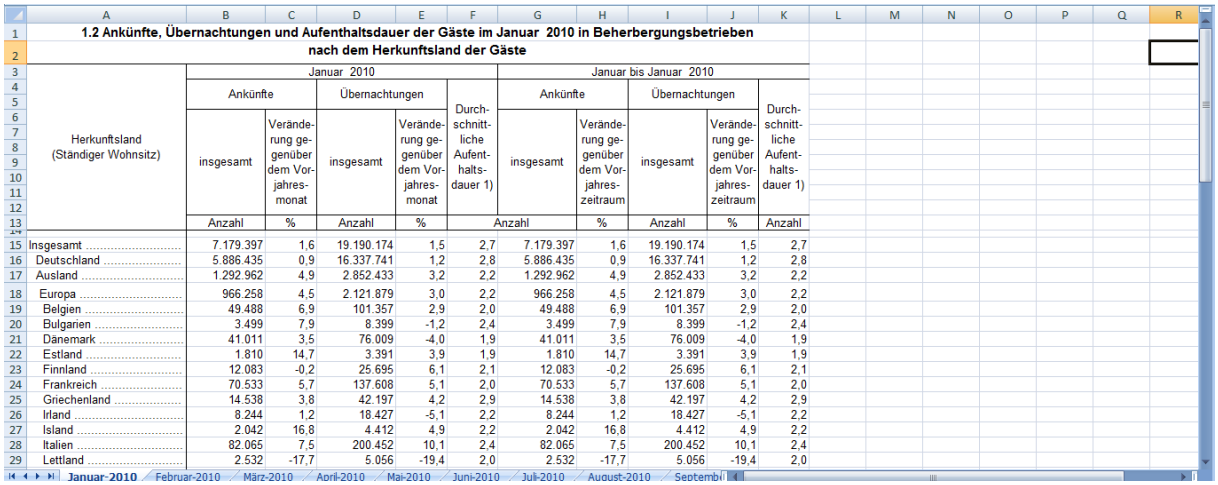


Figure 19: Uploading a Standard Excel Template file to TourMIS (step 4)

4.3. Updating data using the flexible Excel interface

Probably the most convenient way of uploading your data to TourMIS is by using the very flexible Excel interface option available in TourMIS. Many tourism organizations receive their data in the form of Excel spreadsheets and the format of these spreadsheets is usually the same over the time and sometimes even for several destinations (e.g. cities) within a country. Figure 20 (a and b) shows an example of the spreadsheet provided by the German Statistical Office for Germany and for all its cities and regions. This spreadsheet includes data on all forms of accommodation establishments and three indicators: 'Arrivals' (column B), 'Bednights' (column D), and 'Average length of stay' (column F). The spreadsheet includes several worksheets,

with every worksheet referring to one particular month: worksheet 1 = January, worksheet 2 = February, etc. The German statistical office collects data for several markets, not identical, but very similar to the list of markets available in TourMIS.

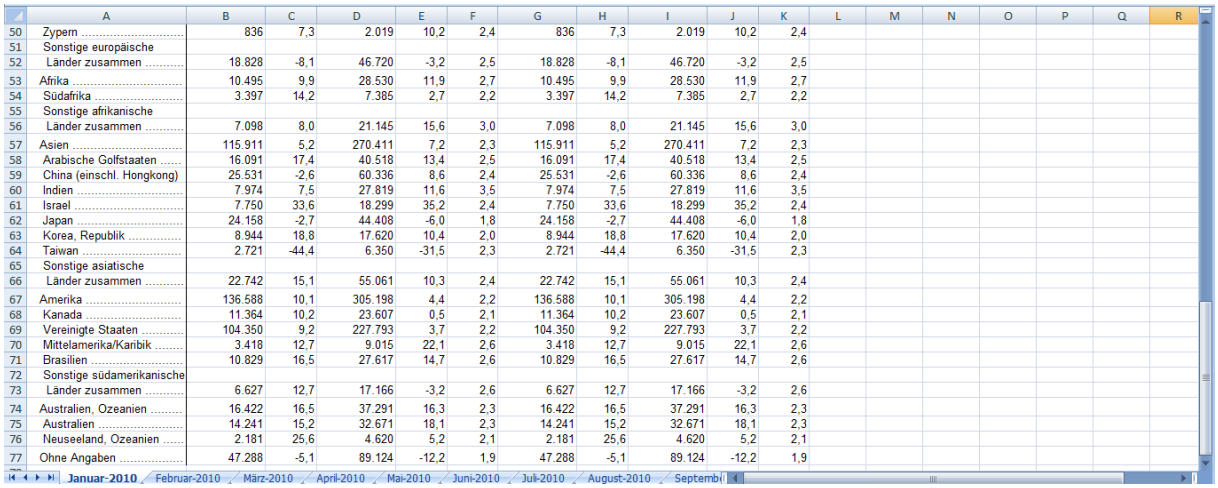


1.2 Ankünfte, Übernachtungen und Aufenthaltsdauer der Gäste im Januar 2010 in Beherbergungsbetrieben nach dem Herkunftsland der Gäste

Herkunftsland (Ständiger Wohnsitz)	Januar 2010					Januar bis Januar 2010				
	Ankünfte		Übernachtungen		Durchschnittliche Aufenthaltsdauer 1)	Ankünfte		Übernachtungen		Durchschnittliche Aufenthaltsdauer 1)
	insgesamt	Veränderung gegenüber dem Vorjahresmonat	insgesamt	Veränderung gegenüber dem Vorjahresmonat		insgesamt	Veränderung gegenüber dem Vorjahreszeitraum	insgesamt	Veränderung gegenüber dem Vorjahreszeitraum	
	Anzahl	%	Anzahl	%	Anzahl	Anzahl	%	Anzahl	%	Anzahl
Insgesamt	7.179.397	1,6	19.190.174	1,5	2,7	7.179.397	1,6	19.190.174	1,5	2,7
Deutschland	5.886.435	0,9	16.337.741	1,2	2,8	5.886.435	0,9	16.337.741	1,2	2,8
Ausland	1.292.962	4,9	2.852.433	3,2	2,2	1.292.962	4,9	2.852.433	3,2	2,2
Europa	966.258	4,5	2.121.879	3,0	2,2	966.258	4,5	2.121.879	3,0	2,2
Belgien	49.488	6,9	101.357	2,9	2,0	49.488	6,9	101.357	2,9	2,0
Bulgarien	3.499	7,9	8.399	-1,2	2,4	3.499	7,9	8.399	-1,2	2,4
Dänemark	41.011	3,5	76.009	-4,0	1,9	41.011	3,5	76.009	-4,0	1,9
Estland	1.810	14,7	3.391	3,9	1,9	1.810	14,7	3.391	3,9	1,9
Finnland	12.083	-0,2	25.695	6,1	2,1	12.083	-0,2	25.695	6,1	2,1
Frankreich	70.533	5,7	137.608	5,1	2,0	70.533	5,7	137.608	5,1	2,0
Griechenland	14.538	3,8	42.197	4,2	2,9	14.538	3,8	42.197	4,2	2,9
Irland	8.244	1,2	18.427	-5,1	2,2	8.244	1,2	18.427	-5,1	2,2
Island	2.042	16,8	4.412	4,9	2,2	2.042	16,8	4.412	4,9	2,2
Italien	82.065	7,5	200.452	10,1	2,4	82.065	7,5	200.452	10,1	2,4
Lettland	2.532	-17,7	5.056	-19,4	2,0	2.532	-17,7	5.056	-19,4	2,0

Januar-2010 | Februar-2010 | März-2010 | April-2010 | Mai-2010 | Juni-2010 | Juli-2010 | August-2010 | Septembi

Figure 20a: Spreadsheets frequently provided by statistical offices: Example: Germany; arrivals, bednights, average length of stay of tourists in all forms of accommodation establishments (top)



Zypern	836	7,3	2.019	10,2	2,4	836	7,3	2.019	10,2	2,4
Sonstige europäische Länder zusammen	18.828	-8,1	46.720	-3,2	2,5	18.828	-8,1	46.720	-3,2	2,5
Afrika	10.495	9,9	28.530	11,9	2,7	10.495	9,9	28.530	11,9	2,7
Südafrika	3.397	14,2	7.385	2,7	2,2	3.397	14,2	7.385	2,7	2,2
Sonstige afrikanische Länder zusammen	7.098	8,0	21.145	15,6	3,0	7.098	8,0	21.145	15,6	3,0
Asien	115.911	5,2	270.411	7,2	2,3	115.911	5,2	270.411	7,2	2,3
Arabische Golfstaaten	16.091	17,4	40.518	13,4	2,5	16.091	17,4	40.518	13,4	2,5
China (einschl. Hongkong)	25.531	-2,6	60.336	8,6	2,4	25.531	-2,6	60.336	8,6	2,4
Indien	7.974	7,5	27.819	11,6	3,5	7.974	7,5	27.819	11,6	3,5
Israel	7.750	33,6	18.299	35,2	2,4	7.750	33,6	18.299	35,2	2,4
Japan	24.158	-2,7	44.408	-6,0	1,8	24.158	-2,7	44.408	-6,0	1,8
Korea, Republik	8.944	18,8	17.620	10,4	2,0	8.944	18,8	17.620	10,4	2,0
Taiwan	2.721	-44,4	6.350	-31,5	2,3	2.721	-44,4	6.350	-31,5	2,3
Sonstige asiatische Länder zusammen	22.742	15,1	55.061	10,3	2,4	22.742	15,1	55.061	10,3	2,4
Amerika	136.588	10,1	305.198	4,4	2,2	136.588	10,1	305.198	4,4	2,2
Kanada	11.364	10,2	23.607	0,5	2,1	11.364	10,2	23.607	0,5	2,1
Vereinigte Staaten	104.350	9,2	227.793	3,7	2,2	104.350	9,2	227.793	3,7	2,2
Mittelamerika/Karibik	3.418	12,7	9.015	22,1	2,6	3.418	12,7	9.015	22,1	2,6
Brasilien	10.829	16,5	27.617	14,7	2,6	10.829	16,5	27.617	14,7	2,6
Sonstige südamerikanische Länder zusammen	6.627	12,7	17.166	-3,2	2,6	6.627	12,7	17.166	-3,2	2,6
Australien, Ozeanien	16.422	16,5	37.291	16,3	2,3	16.422	16,5	37.291	16,3	2,3
Australien	14.241	15,2	32.671	18,1	2,3	14.241	15,2	32.671	18,1	2,3
Neuseeland, Ozeanien	2.181	25,6	4.620	5,2	2,1	2.181	25,6	4.620	5,2	2,1
Ohne Angaben	47.288	-5,1	89.124	-12,2	1,9	47.288	-5,1	89.124	-12,2	1,9

Januar-2010 | Februar-2010 | März-2010 | April-2010 | Mai-2010 | Juni-2010 | Juli-2010 | August-2010 | Septembi

Figure 20b: Spreadsheets frequently provided by statistical offices: Example: Germany; arrivals, bednights, average length of stay of tourists in all forms of accommodation establishments (bottom)

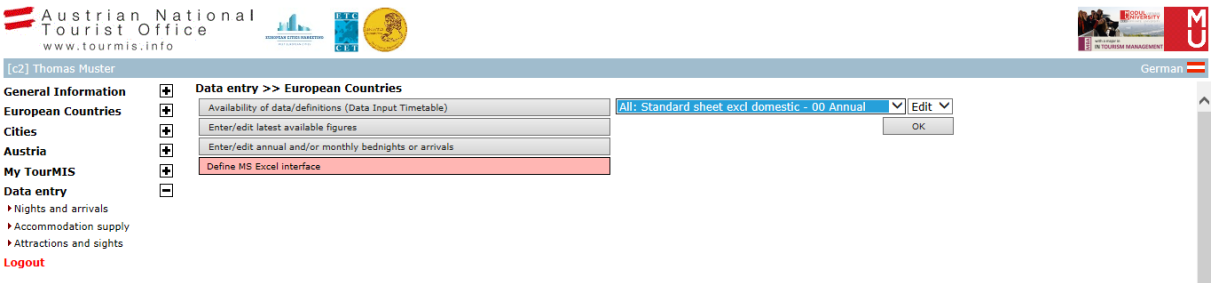


Figure 21: Defining a flexible Excel Interface

In the case of the spreadsheet provided by the statistical office of Germany, cell B:62 refers to the number of arrivals of Japanese tourists to Germany; cell D:15 refers to the total number of foreign and domestic bednights, etc. The 'Define MS Excel Interface' option in the data entry section of TourMIS (see Figure 21), allows data inputters to instruct TourMIS how to read (any!) Excel files with tourism statistics when the format of the spreadsheet provided by the statistical office **does not change over time**.

IMPORTANT: Using the Excel Interface option only makes sense if the spreadsheet you receive from your statistical office (or any other data provider) does not frequently change in terms of its structure. TourMIS can also only read Excel spreadsheets in xls format. If your data file is an xlsx file, then you must open and save it in the 'MS Excel 97-2003 Workbook' format before it can be uploaded to TourMIS.

Under 'Define MS Excel Interface', the system offers three options (see Figure 21):

- **New**. Select this option if you want to create an interface for the first time or if you want to create an entirely new interface. If you select this option, you will see a form similar to Figure 22 (a-b).
- **Edit**. Select this option if you want to revise or copy an existing interface. **Please note that you can copy but not change an interface, which has been created by another TourMIS user**. TourMIS users have access to all templates of regions in their country. Copying an interface, which has been created by someone else is useful when the structure of someone else's spreadsheet is identical to your spreadsheet (e.g. the structure of the spreadsheet of Munich is the same as that for Berlin). If you select this option, you will see a form similar to Figure 23.
- **Delete**. Select this option if you want to delete an interface. **You can only delete interfaces you have created.** If you select this option, you will be asked to confirm your decision (Figure 24). If you select 'yes', then the respective interface will be deleted; your current data will not be affected.

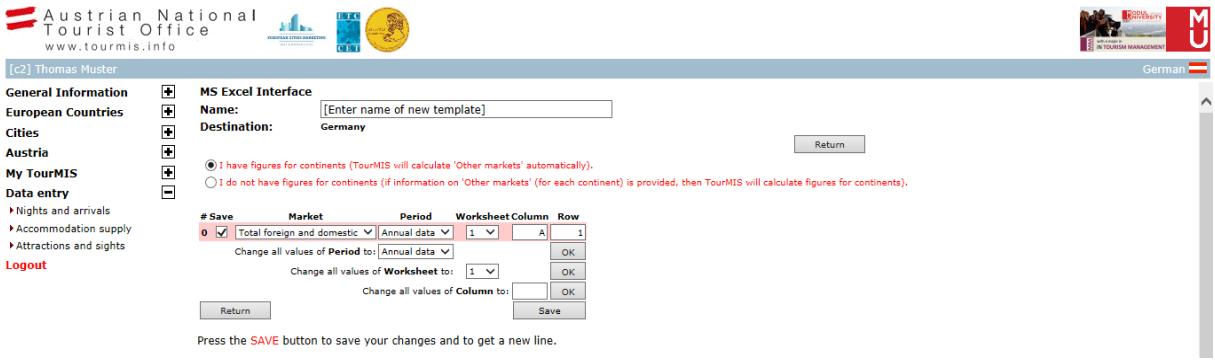


Figure 22a: Defining a new Excel Interface

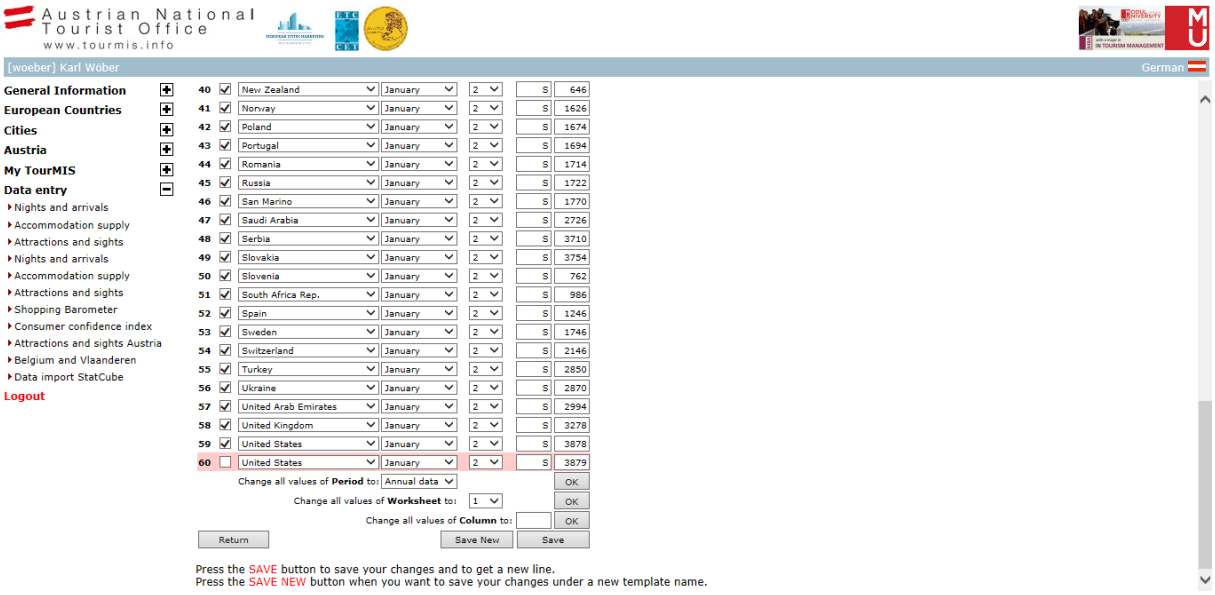


Figure 22b: Defining a new Excel Interface

When you define a new Excel interface, you need to inform TourMIS where it can find your data in your spreadsheet. The Excel interface definition screen is illustrated in Figure 22 (a-b).

1. Enter a **name** for your interface (overwrite '[Enter name of new template]', see Figure 22a). If you are editing an existing interface, then you will find two different save buttons 'Save new' and 'Save' at the bottom of the page (see Figure 22b). 'Save' secures all changes to the current interface; with 'Save New' you can create a copy of the interface, which can save you a lot of time when you want to create an interface which is very similar to an existing one. **In the latter case, make sure that you use a different name in order for you to be able to differentiate between interfaces**.
2. You need to inform TourMIS if your spreadsheet includes total figures for continents. You may select between '**I have figures for continents** (TourMIS will calculate 'Other markets' automatically)' and '**I do not have figures for continents** (if information on 'Other markets' (for each continent) is provided, then TourMIS will calculate figures for continents)' (see Figure 22a).
3. You must define each cell depending on the availability of your data in your spreadsheet. For instance, in Figure 20a, total foreign and domestic arrivals in Germany for January 2010 (Ankünfte, Insgesamt, Januar 2010) is available in cell B15:
    a. Select 'Total foreign and domestic' for the market,
    b. Select 'January' for the period,
    c. Select '1' for the worksheet (since the data for January are included in the first worksheet in the spreadsheet),
    d. Select 'B' for the column,
    e. Enter '15' for the row,
    f. Press 'Save'. If the checkbox 'Save' is ticked (default), your entry will be saved and you will be offered a new line. If you disable the checkbox 'Save', the line will be deleted.
4. Continue with step 3 until all the data in your spreadsheet are assigned properly to the markets and definitions available in TourMIS.

Remarks:

- If your spreadsheet includes data for continents, then you can ignore data for markets not available in TourMIS. TourMIS will calculate 'Other [continent]' automatically (= 'Total continent' – respective markets entered by the user).
- If your spreadsheet does not include data for continents, but includes data for markets, which are not available in TourMIS, then you should assign all of these markets to the 'Other [continent]' respectively. For instance, if you have data for tourists from 'Nigeria' and 'Kenya' you should assign the figures to 'Other Africa'. In this case, TourMIS will calculate 'Other [continent]' by means of the total of the markets defined in the interface and then calculate the total continent by means of the total of the markets plus 'Other [continent]'.
- Any difference between 'Total Foreign and Domestic' (or 'Total Foreign' depending on the setting in the 'Data Input Timetable') and the total of all markets entered will be saved as 'Unspecified markets' in TourMIS.
- When defining several interfaces (e.g. for each month of the year), it may be necessary to make bulk changes to the settings. There are three possibilities to quickly change all entries for '**Period**', '**Worksheet**', and '**Column**' (see Figure 22b). For instance, if you want to change all entries for 'Worksheet', make your selection next to '**Change all values of Worksheet to**' and click on the **OK** button right next to this option. Do not forget to save these changes.

Once you have set up your interface, you can upload your data to the TourMIS data entry form by clicking on the 'Excel Interface' button (see Figure 13). TourMIS will ask you, which file you want to upload (see Figure 23) and **which interface you want to use for processing your spreadsheet** (see Figure 23). Click on 'Browse' and select the template you want to upload (Figure 16).

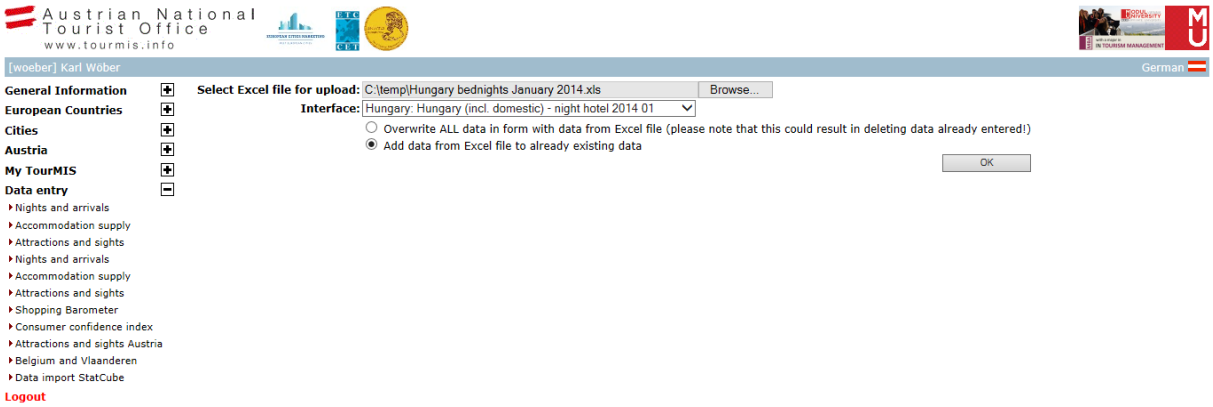


Figure 23: Upload procedure using the Excel Interface

Select '**Overwrite ALL data in form with data from Excel file**' if you want to **replace the data for an entire year** with the data from your spreadsheet, or select '**Add data from Excel file to already existing data**' (default). If you want to add new monthly data to the database, you must select the second option.

The upload will take up to two seconds. A message box will appear to remind you to check your figures before saving them to the TourMIS database (Figure 18).

Uploading data to the online form does not save the data to the database. You must select 'Check and save' or 'Save w/o check' in order to save your changes to the TourMIS database (see Figure 19)!

4.4. Accommodation Supply Data

ETC and CityDNA also compile numbers on accommodation units, bedspaces, and information on occupancy ratios on an annual basis. The following data are currently collected by TourMIS:

- **Number of accommodation units** according to the category selected (i.e. either all forms of paid accommodation establishments **or** hotels and similar establishments only).
- **Number of beds (bedspaces)**. This figure may vary according to the number of opening days of accommodation units (particularly for destinations who do not evaluate their capacities on a monthly basis and which experience strong seasonal variations in tourism levels). Depending on the methodology applied, the figure frequently refers to (1) the maximum number of bedspaces available during a year; (2) the minimum number of bedspaces; (3) the average number of bedspaces; or (4) any weighted figure reflecting variations in the number of opening days. If available, **you should enter the maximum number of bedspaces available in your country;** if this is not available, then you should enter any other data and add a remark in the footnote section (see Chapter 4.5).
- Average annual **occupancy ratio**. Although the occupancy ratio could be calculated by the number of bedspaces and the number of bednights, countries frequently evaluate this important ratio by carrying out additional market research surveys (e.g. by asking a sample of accommodation providers). The advantage of these survey-based evaluations is that they are less sensitive to the problem of changes in operation of accommodation units and, therefore, frequently preferred by tourism managers. The occupancy ratio must be entered as a percentage with a range of 0-100.

Select '**Accommodation supply**' from the main menu and then '**Enter/edit annual capacities and occupancy rates**'. Select any of the definitions you have enabled in the 'Data Input Timetable' and a period for which you have data available (see Figure 24).

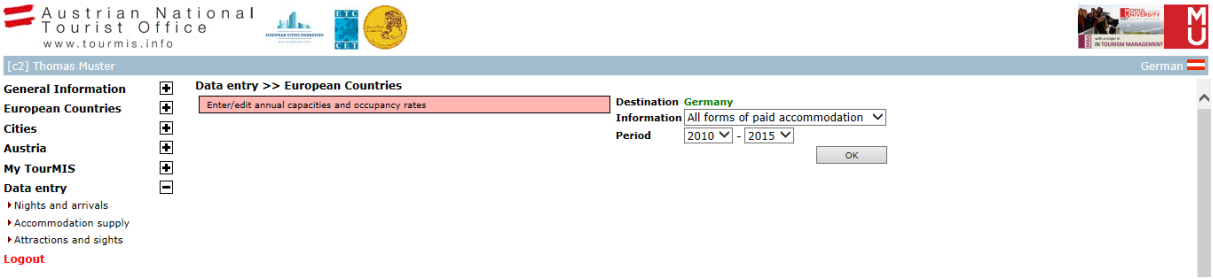


Figure 24: Entering accommodation supply data

The input form for entering supply data is illustrated in Figure 25. The number of accommodation units is entered in the first column 'Hotels', the number of bedspaces is entered in the second column, occupancy rates are entered in the third column. Enter your data with as much detail as possible. Depending on your personal settings in the user's profile, you need to enter your data either as 'xx.x' (e.g. 50.3) or 'xx,x' (e.g. 50,3). **Do not round your data** (it is anticipated that you will enter occupancy ratios with one decimal place).

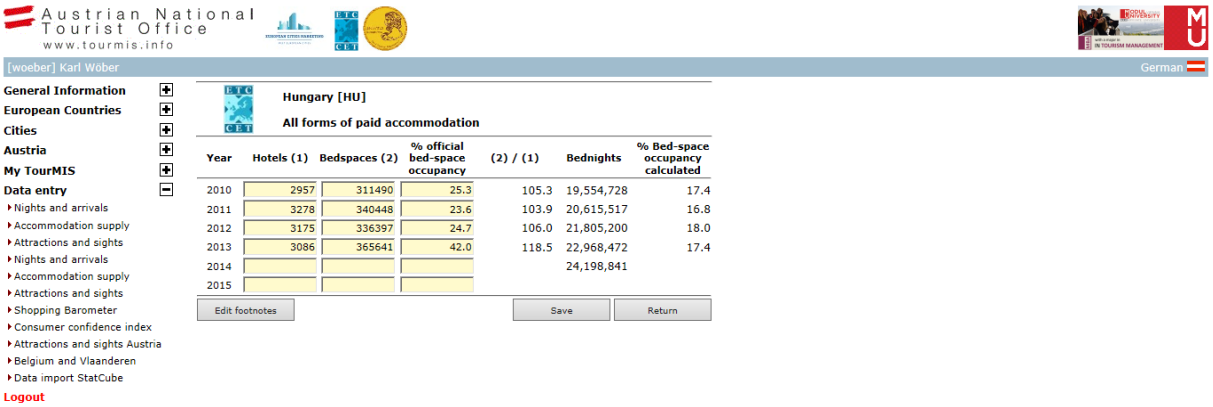


Figure 25: Entering accommodation supply data

4.5. Footnotes (Meta-Data)

All major deviations from the common definitions on tourism statistics and other important remarks should be entered in the **footnotes section** in TourMIS. This form of 'meta-data' is particularly important since TourMIS is very powerful at comparing data from different origins, which may cause errors in interpretation when users are not made aware of variations.

The option of entering footnotes is available in the data input forms for arrivals and bednights (see Figure 19) as well as for accommodation supply data (see Figure 25). If you select this option, you will see the footnotes input form for arrivals and bednights (Figure 26) or supply data (Figure 27). Here you can enter the following notes:

- The **Source**: … should be the first entry in the footnote field. Users should be able to identify the organization responsible for the figures (e.g. your National Statistical Office).
- Changes in definitions or survey methodologies, which make comparisons with previous years difficult or impossible.
- When information for one market also captures data for another market (e.g. 'Figures for Switzerland include Liechtenstein')
- Any other anomalies.

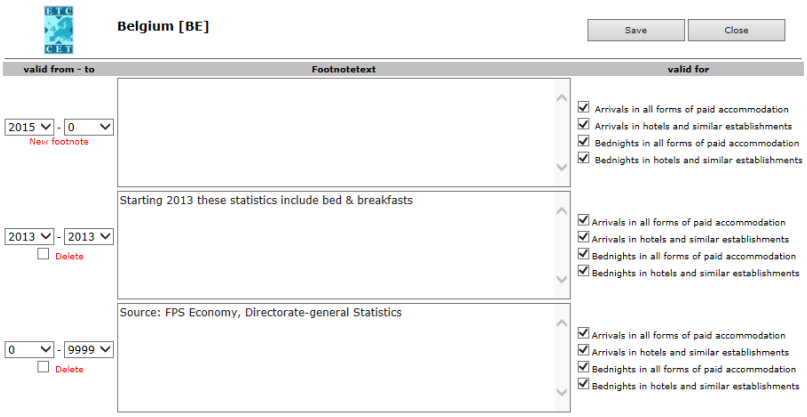


Figure 26: Entering footnotes for arrivals and/or bednights

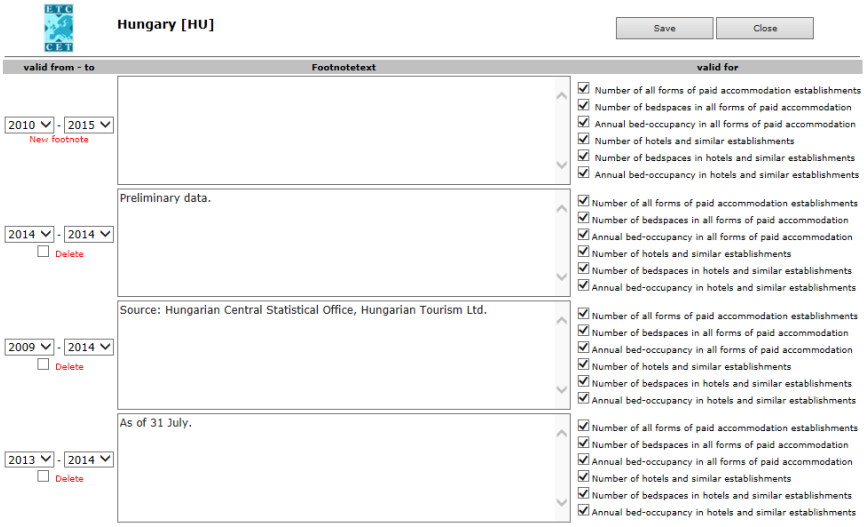


Figure 27: Entering footnotes for supply data

In order to add a new footnote, you need to enter your text in the field next to '**Footnote text**' and select the period this footnote refers to in the column 'valid from – to'. Next, select all the different definitions this footnote applies to in the column 'valid for' (tick the respective definitions). **Always enter your footnotes in English only!**

IMPORTANT: Do not enter information that is obvious or evident from the definitions/options available in TourMIS (e.g. do not enter 'No data available for the domestic market' or 'Arrivals are counted at the place of accommodation')

Of course, you can also edit an existing footnote or you can delete a footnote by enabling the checkbox 'Delete', which is next to it. You can only enter one new footnote at a time. If you need to enter multiple footnotes, then you have to repeat this procedure after saving.

5. Latest Available Figures (ETC only)

In addition, the European Travel Commission (ETC) also compiles data on the latest available changes in bednights and arrivals for a subset of important markets. This allows member countries who have only quarterly or seasonal data available to still participate in the data exchange process. This chapter explains how to enter 'Latest available changes' into TourMIS.

Under 'Data entry' select '**Nights and arrivals**' from the main menu and then '**Enter/edit latest available figures**'. Select a period for which you have available data (see Figure 28).

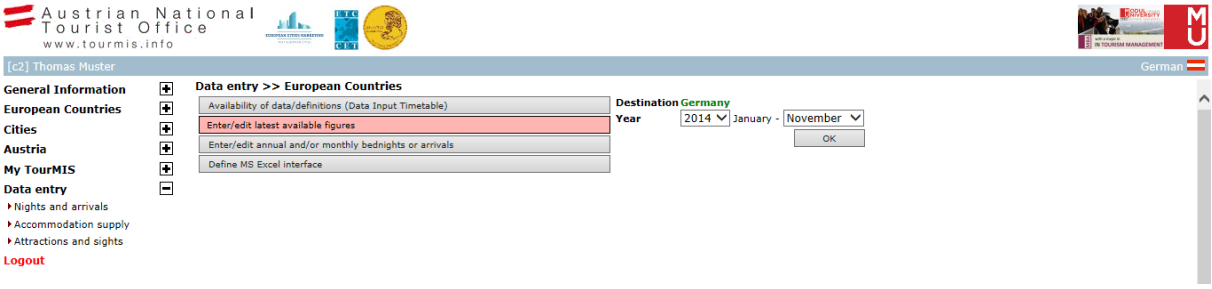


Figure 28: Enter/edit latest available figures under 'Nights and arrivals' (main menu)

ETC compiles only the **relative changes** of a small number of important markets (see Figure 29). The relative changes represent the percentage change in arrivals and bednights compared to the **same period of the previous year!**

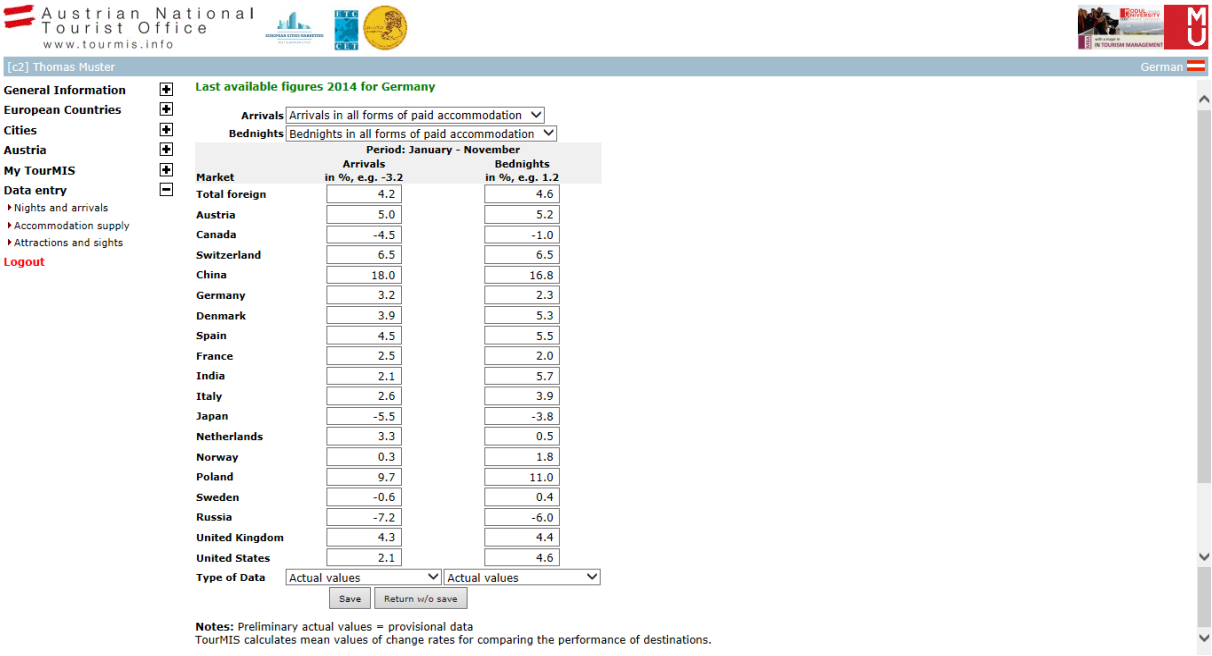


Figure 29: The latest available figures form (ETC only)

The definitions in the latest available figures section may vary from the monthly and annual statistics entered in the main data input form (Figures 18 and 19). Therefore, you must select the appropriate type of definition used for the latest available figures at the top of the form (Figure 29).

At the bottom of the form you are asked to specify the accuracy of your data (arrivals and bednights). Various **types of data** can be specified:

- **Actual values**. Select this option if your percentage change rates are based on final data provided by your statistical office or the research organization responsible for tourism statistics in your destination.
- **Preliminary actual values**. Select this option if your percentage change rates are based on provisional data (e.g. initial results based on a sample survey) provided by your statistical office or the research organization responsible for tourism statistics in your destination.
- **Estimates**. Select this option if your percentage change rates are based on estimates, either provided by some official external sources or by your organization.

If you regularly enter monthly statistics into TourMIS and want to use this information also for the "Latest available statistics" table, then you do not have to enter relative percentage change rates manually. In this case, tick the checkbox '**Update 'latest available statistics' as** ...' at the bottom of the main data input form

(see Figure 19) and select the type of data ('Actual values', 'Preliminary actual values', 'Estimates') next to it before saving your entries. TourMIS will then automatically update your latest available statistics tables.

IMPORTANT: When you select the 'Update latest available statistics' option, make sure that you are using the correct definition. TourMIS does not use the *preferred definition* specified in the Data Input Timetable when retrieving data in the 'Latest Available Figures' section!

Example:

a) In March 2007, you receive information on the number of arrivals recorded in January 2007. You visit TourMIS and enter the relative changes between January 2006 and January 2007.
b) One month later (sometime in April 2007), you receive information on the number of arrivals recorded in February 2007. You visit TourMIS and enter the relative changes between the period January-February 2006 and January-February 2007.
c) … and so on …
d) Once the December data arrive at your office (presumably in February 2008), you visit TourMIS and enter the relative change between the annual data 2006 and 2007. Next month you will start entering your data for 2008 (start with a) again).

If monthly data are not available, you may also decide to update your **Latest Available Figures** on a quarterly (or seasonal) basis. Members who have various definitions for arrivals or bednights in their country (e.g. 'Arrivals at frontiers' and 'Arrivals at hotels and similar accommodation establishments') may select the most appropriate definition for the monthly update (e.g. the one, which is updated more frequently).

If you do not have the information for certain markets or definitions, leave the input fields empty. You should not enter a zero since this will be interpreted as 0%!

You are asked to enter your statistics in as much detail as possible. Depending on your personal settings in the user's profile, you need to enter your data either as 'xx.x' (e.g. 50.3) or 'xx,x' (e.g. 50,3). Do not round your data (it is anticipated that you enter relative changes with one decimal place).

6. Shopping Barometer (CityDNA only)

The members of City Destinations Alliance (CityDNA) Research & Statistics Group have initiated a project aimed at benchmarking city tourism destinations in Europe based upon a price level. The project intends to shed light on the cost differences existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors. The ultimate goal of the project is not to rank destinations according to their costliness, but to gain a deeper insight into visitors' perception of this aspect of their experience in a city. Transparency is a fundamental feature of this initiative. All CityDNA members are encouraged to participate in the project.

On the left-hand panel, select 'Data entry' to expand the list of options. Then select 'Shopping Barometer' and click on 'CityDNA City Break Shopping Barometer'. Next, specify the year for which you would like to enter data (Figure 30).

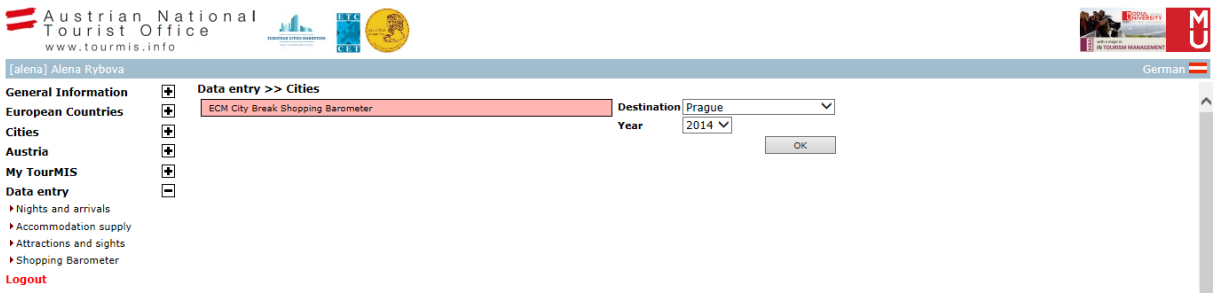


Figure 30: CityDNA Shopping Barometer (CityDNA only)

Sector	Definitions	Comments
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.	The seat should be in the parterre, 5th row in the middle. If the concert takes place in different venues, select the price which represents the average between the different venues.
	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).

Figure 31: CityDNA Shopping Barometer Items (CityDNA only)

The shopping bundle (Figure 31) covers the main service categories required by tourists at the destination (food and beverage, entertainment and local transport) besides accommodation. The costs of accommodation, transportation to the destination, and intermediation services are beyond the scope of this project. Some shopping items are monitored in different quality categories in order to reflect the consumption of different city visitor types (e.g. business travelers, weekend city breakers or backpackers). The actual list of shopping items is common to the majority of cities in Europe and includes standardized products and services in order to minimize price differentials attributable to items' intrinsic characteristics.

The prices collected using the Shopping Barometer reflect the final consumer's cost of purchasing holiday-related services in different European cities. All the prices collected for this study:

- reflect the final price (i.e. include VAT and any tourists taxes);
- refer to the regular price for individual's consumption (discounts for groups or special categories are not currently being investigated);
- are collected from businesses in the city center;
- are collected in the local currency (for comparisons, TourMIS will convert prices into Euro using exchange rates for the respective year);
- (if applicable) refer to a one-year period;
- are collected at a specific time of the year.

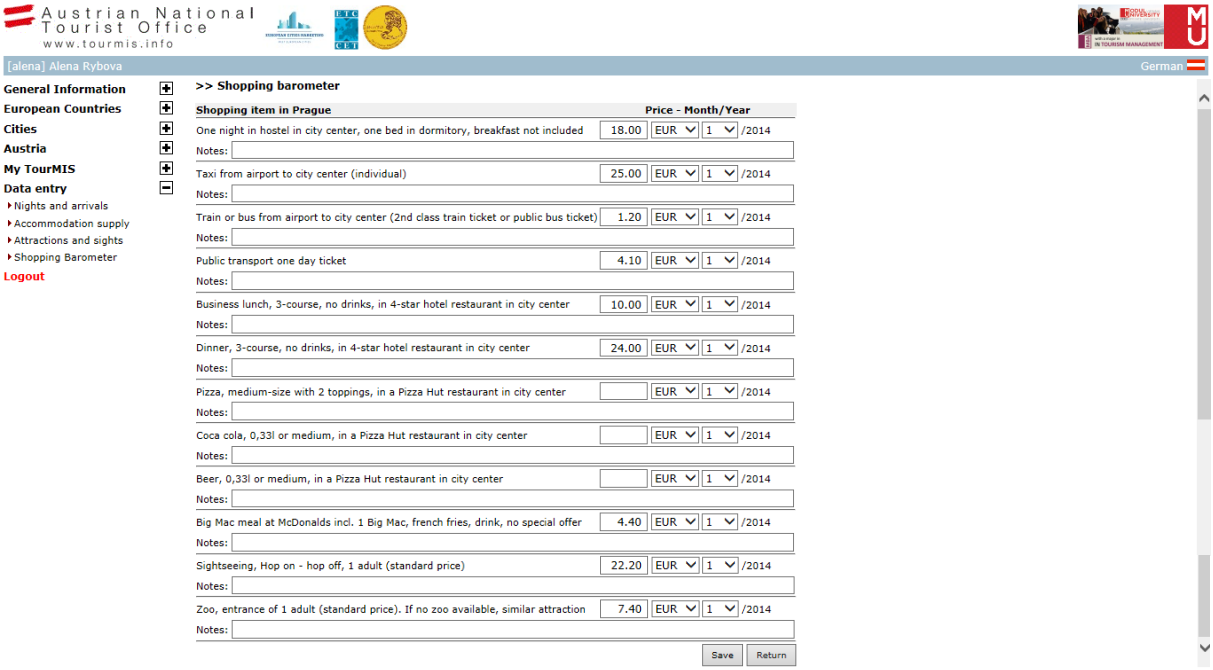


Figure 32: CityDNA Shopping Barometer Form (CityDNA only)

To enter shopping item data (Figure 32), follow the instructions below for each item:

1. Enter the price of the item in local currency
2. Specify the type of currency by making a selection from the drop-down menu
3. Specify the month for which the data was collected
4. Add any notes to qualify the data (optional)

When you have finished entering data, click on 'Save' to submit entries to the database.

7. Entering data for attractions and sights

Since 1981, the Austrian National Tourist Office has been compiling figures on the number of visits to Austrian sights. From the beginning of this initiative, the Austrian National Tourist Office has been supported by all nine regional tourist boards, who agreed to submit their statistics on an annual basis. Since 2001, this database has also been available to other European tourism organizations, in particular to members of ETC and CityDNA.

Compiling number of visits to cultural and other tourism-related sights is a challenging task. There are a number of different perceptions and methodological issues, which need to be considered. The most significant problems are related to (1) the measurement of visitors; and (2) the classification of sights. In 2003, the Vienna Tourism Board and the Schönbrunn Betriebsgesellschaft Ges.m.b.H. decided to extend and improve the methodology and the system supporting the compilation process. As a consequence, the compilation of monthly statistics was introduced. This option is currently only available to cultural suppliers in Austria.

The following three paragraphs describe how to enter number of visitors to attractions and sights for three different types of TourMIS users: (1) International tourism organizations (ETC and CityDNA members), (2) Tourism organizations in Austria, and (3) Individual cultural tourism suppliers in Austria.

7.1. International Tourism Organizations (ETC and CityDNA members)

On the left-hand panel, select 'Data entry' to expand the list of options. Then select 'Attractions and sights' and you will find three options which allow you to add, edit, and delete attractions/sights and to enter visitor numbers for each of the attractions/sights you define (Figure 33).

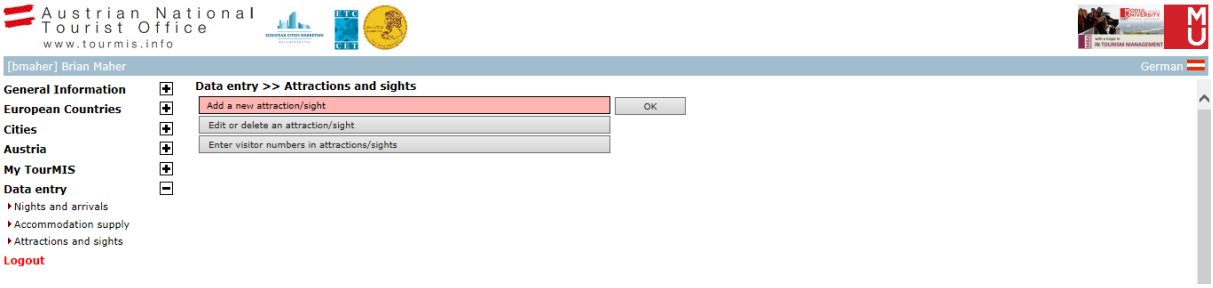


Figure 33: Attractions and Sights (ETC and CityDNA members)

Figure 34 illustrates the form for adding or changing an attraction/sight. Name (local and English description), location, type of attraction, and available information are required input fields; all other fields are optional. When adding or changing a name of an attraction, you must make sure that it does not already exist in the database.

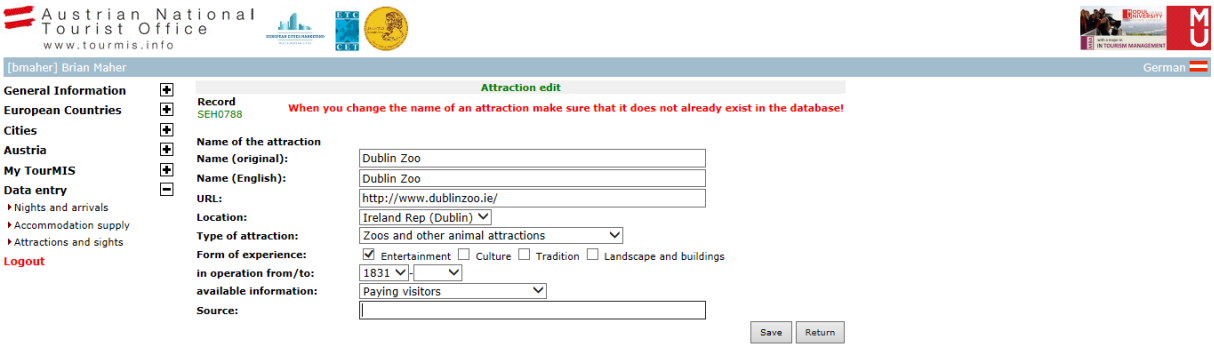


Figure 34: Adding or Editing an Attraction/Sight (ETC and CityDNA members)

'Available information' offers three different default values:

1. **Paying visitors**. Select this when your visitor numbers refer to visits by people who normally purchase a ticket in order to enter the attraction/sight. This option should also be selected even if a few tickets are given away for free.
2. **Free visitors**. Select this if the majority of visitors enter the attraction/sight for free (e.g. being counted by a turnstile).
3. **Both**. Select this if your visitor numbers include the **sum of both** paying and non-paying visitors.

The actual visitor numbers are then entered by selecting the option 'Enter visitor numbers in attractions/sights' available on the main menu (Figure 33). The input form is illustrated in Figure 35. Next to the visitor numbers input field, the user can also enter the number of opening days (0-365) which allows more accurate comparisons of the performances of cultural attractions/sights.

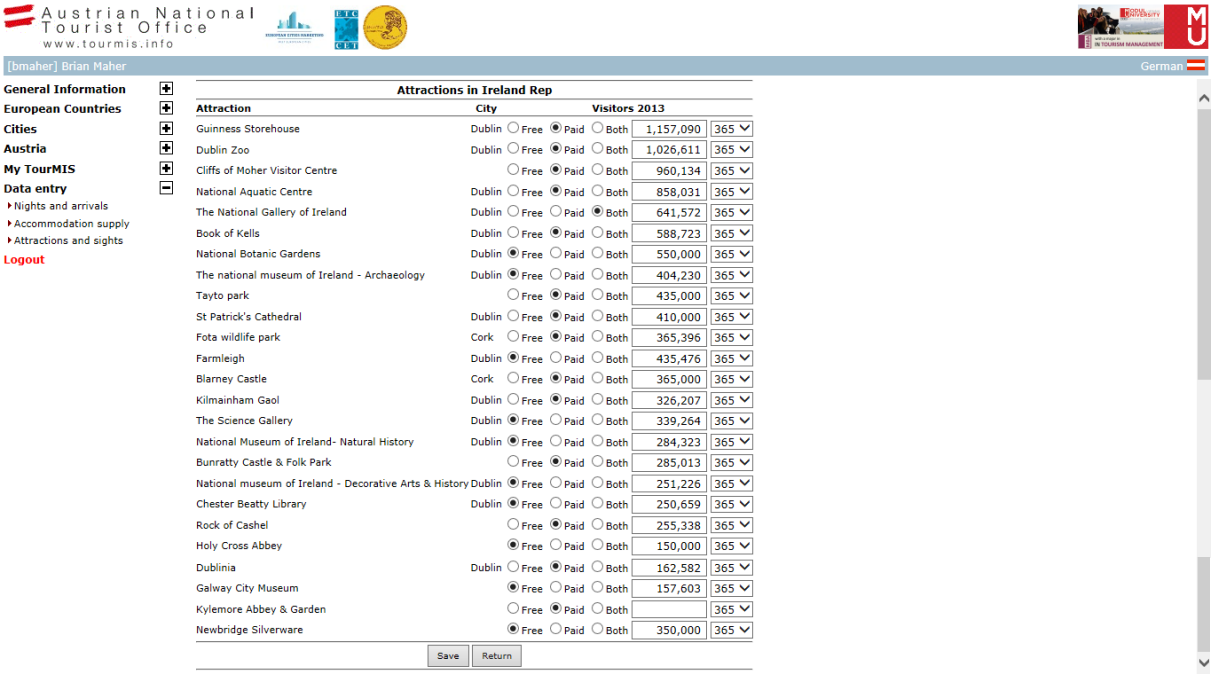


Figure 35: Visitor Numbers Input Form (ETC and CityDNA members)

7.2. Tourism Organizations in Austria (ANTO partners)

On the left-hand panel, select 'Data entry' to expand the list of options. Then select 'Attractions and sights Austria' and you will find four options which allow you to add, edit, and delete attractions/sights at your destination and to enter visitor numbers for individual or for all attractions/sights you have defined (Figure 36).

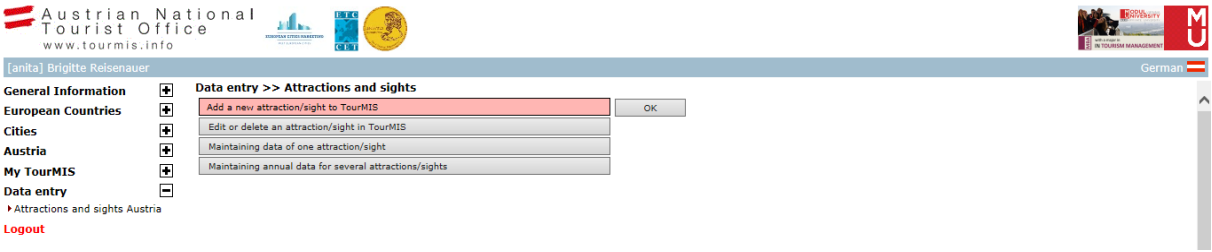


Figure 36: Attractions and Sights (Tourism Organizations in Austria)

Figure 37 illustrates the form for adding or changing an attraction/sight. Name (local and English description), location, type of attraction, and available information are required input fields; all other fields are optional. When adding or changing the name of an attraction, you must make sure that it does not already exist in the database.

The choice of measures of visitor numbers ('type of information') is more comprehensive than for international tourism organizations (see Figures 34 and 37). It also allows you to enter annual and monthly data and reminds data inputters if they do not enter their data in time.

- **Number of free uncontrolled access**. Uncontrolled, unpaid access. Select this when data are based on a pure estimate of visitor numbers.
- **Number of free controlled access**. Unpaid access, but numbers are generated by some technical equipment that provides accurate figures (e.g. turnstile, photo sensor, or similar).
- **Total number of free access** = Number of free uncontrolled access + number of free controlled access
- **Number of visitors paying reduced prices**. Number of visitors paying a reduced price for entering the attraction/sight (e.g. students, retirees, etc.).

- **Number of visitors paying full prices**. Number of visitors paying the full price for entering the attraction/sight.
- **Number of extraordinary paying visitors**. Number of visitors paying a special price for entering the attraction/sight (e.g. participants of special events, etc.).
- **Total number of paying visitors** = Number of visitors paying reduced prices + number of visitors paying full prices + number of extraordinary paying visitors
- **Total number of visitors** = Total number of paying visitors + total number of free access

In the column 'Year', you can enter the month when your annual figures become available; in the column 'Month', you can enter the time lag when your monthly data (usually) become available.

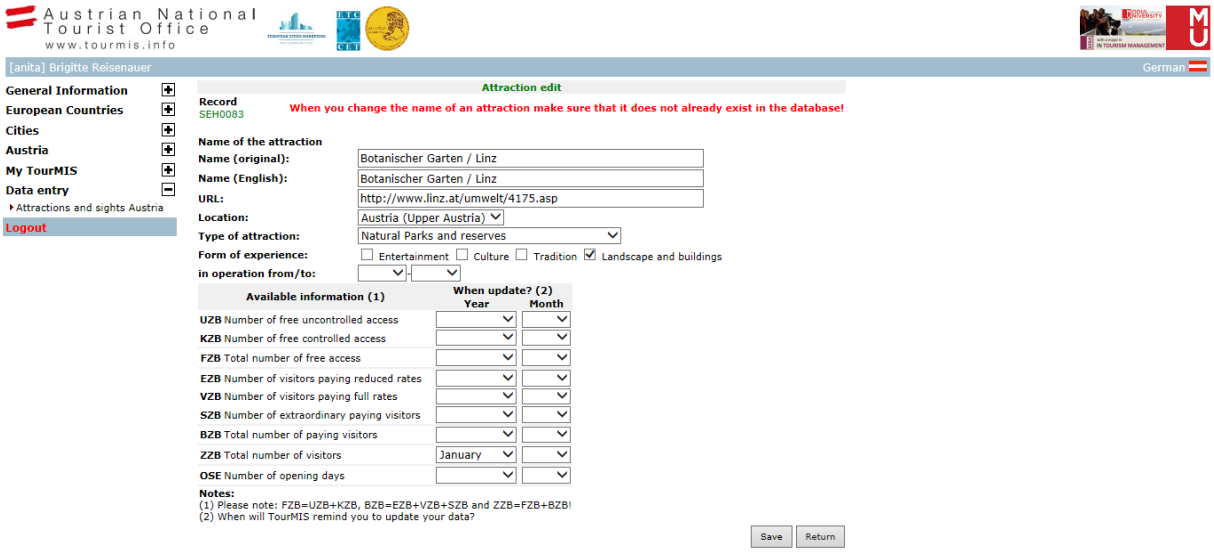


Figure 37: Adding or Editing an Attraction/Sight (Tourism Organizations in Austria)

The actual visitor numbers can then be entered in two different formats. Either by entering monthly and annual data for one particular attraction/sight (Figure 38), or by entering annual data (only) for multiple attractions/sights (Figure 39). The former also allows adding a long and a short text for a footnote (English and German). It is recommended to enter text in both fields. Next to the visitor numbers input field, the user can also enter the number of opening days (0-365), which allows more accurate comparisons of the performances of cultural attractions/sights.

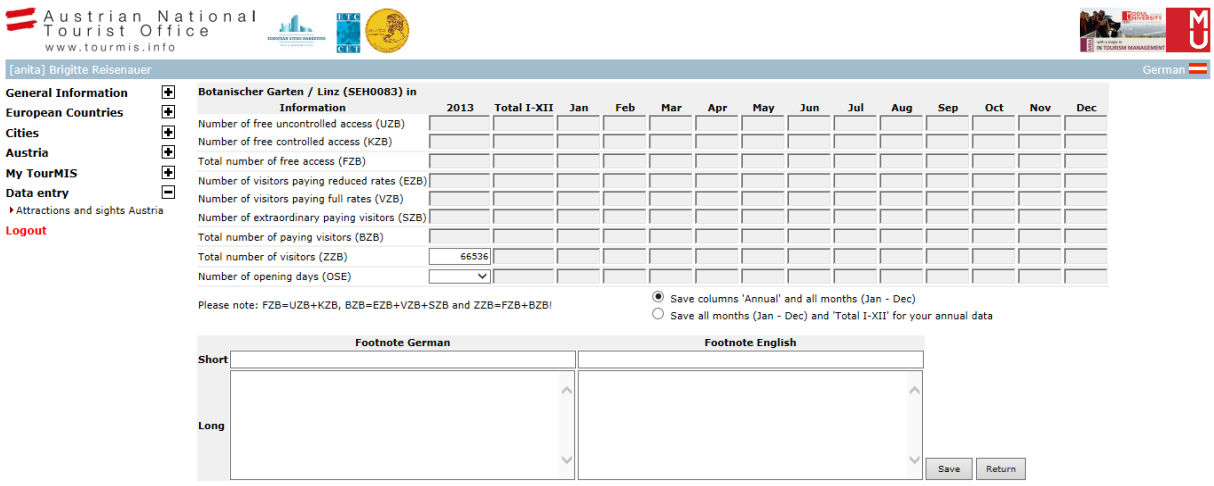


Figure 38: Visitor Numbers Input Form for One Attraction/Sight (Tourism Organizations in Austria)

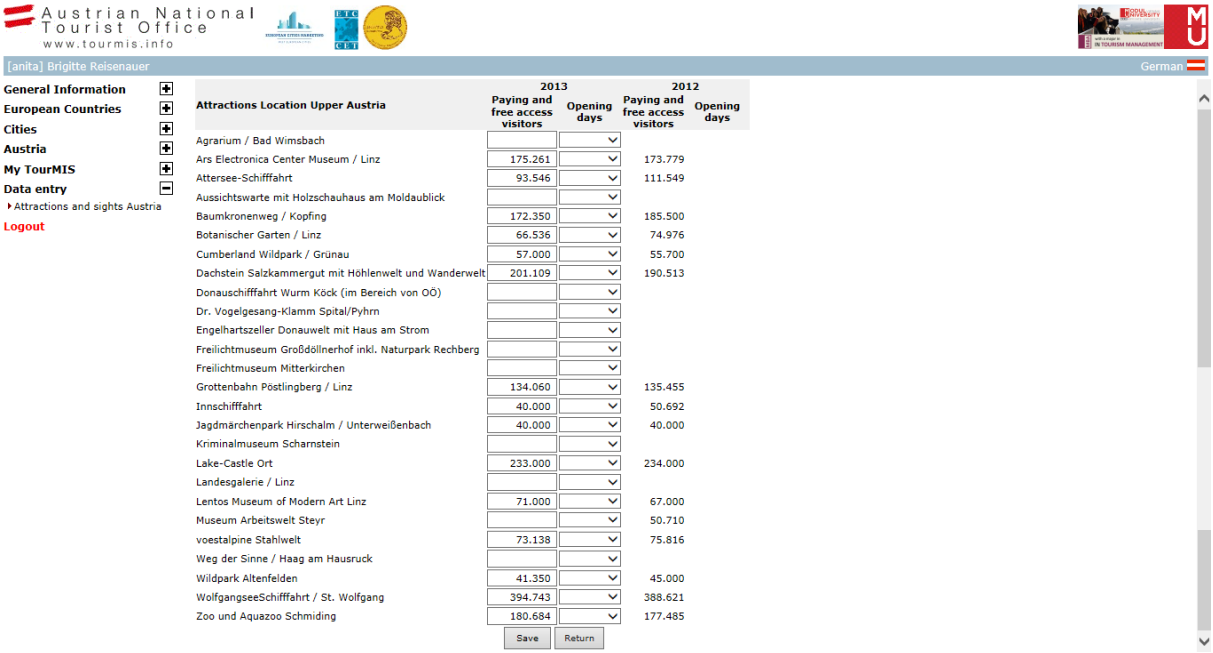


Figure 39: Visitor Numbers Input Form for Multiple Attractions/Sights (Tourism Organizations in Austria)

7.3. Individual Cultural Tourism Suppliers in Austria

On the left-hand panel, select 'Data entry' to expand the list of options. Then select 'Attractions and sights Austria' and you will find two options which allow you to edit your attraction/sight and to enter your visitor numbers (Figure 40).

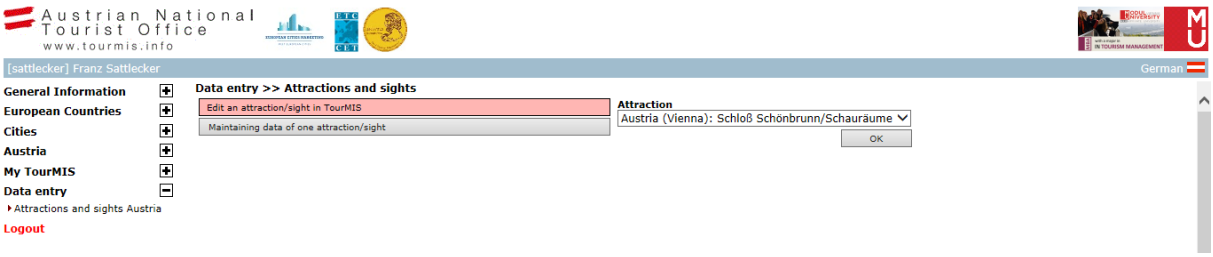


Figure 40: Attractions and Sights (Individual Cultural Tourism Suppliers in Austria)

Figure 41 illustrates the form for changing the settings of your attraction/sight. Name (local and English description), location, type of attraction, and available information are required input fields; all other fields are optional. When adding or changing the name of your attraction, you must make sure that it does not already exist in the database (**For attractions with very similar names (e.g. city museum), data inputters are advised to use their location's name for differentiation purposes**).

The choice of measures of visitor numbers ('type of information') is the same as for tourism organizations in Austria (see Figure 37). It also allows entering annual and monthly data and reminds you if you have not entered your data in time.

In the column 'Year', you can enter the month when your annual figures become available; in the column 'Month', you can enter the time lag when your monthly data (usually) become available.

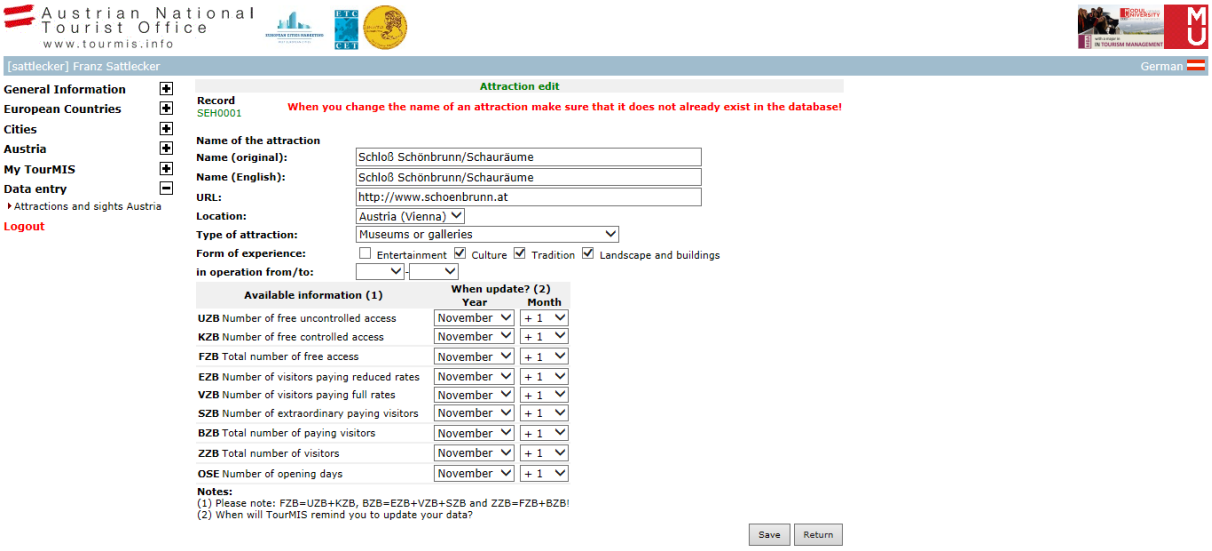


Figure 41: Editing Your Attraction/Sight (Individual Cultural Tourism Suppliers in Austria)

The input form for entering visitor numbers by individual cultural tourism suppliers is displayed in Figure 42. The form also allows adding a long and a short text for a footnote (English and German). It is recommended to enter text in both fields. Next to the visitor numbers input field, the user can also enter the number of opening days (0-365), which allows more accurate comparisons.

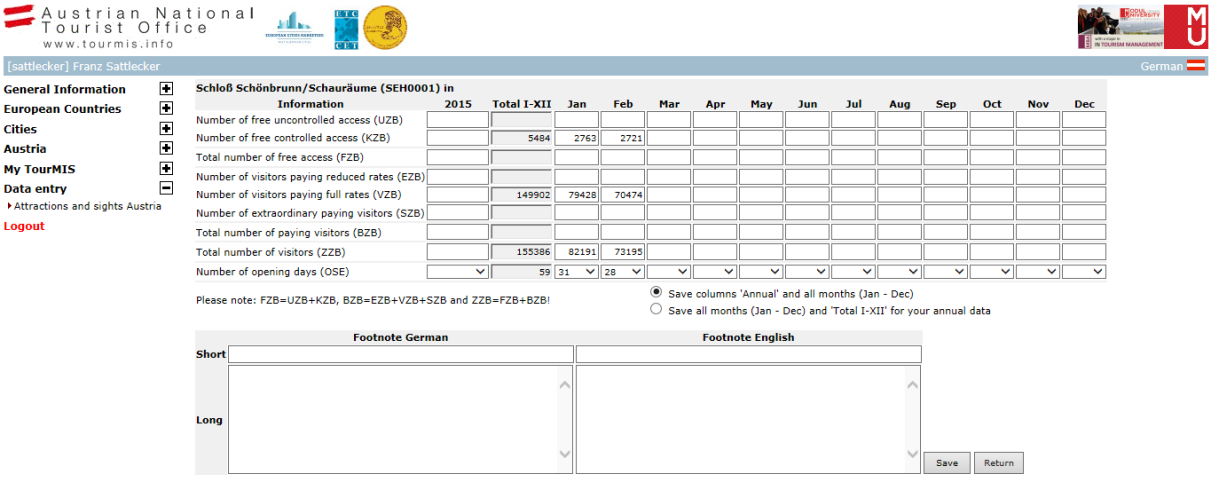


Figure 42: Visitor Numbers Input Form (Individual Cultural Tourism Suppliers in Austria)

8. Special features of data retrieval

For data retrieval and analysis, TourMIS currently offers three main chapters (databases) with several different submenus:

1. **European countries**: Tourism in European countries (tourism data collected under the supervision of the European Travel Commission)
   - **Latest trends**: A table presenting the latest trends of tourism in European countries
   - **10-year trends**: A table summarizing the development of tourism in European countries during the last 10 years
   - **Nights and arrivals**: Detailed statistics, benchmarking, and analysis based on arrivals and bednights in European countries (including portfolio analysis and seasonality analysis)
     - ***Annual data***
     - ***Monthly data***

- **Accommodation supply**: Data on tourism capacities in European countries
- **Availability & definitions**: Information on each country settings in the Data Input Timetable
- **Attractions and sights**: Statistics, benchmarking, and analysis based on the number of visits to European attractions and sights

2. **Cities**: Tourism in cities (tourism data collected under the supervision of City Destinations Alliance)
   - **Latest trends**: A table presenting the latest trends of tourism in cities
   - **Nights and arrivals**: Detailed statistics, benchmarking, and analysis based on arrivals and bednights in cities (including portfolio analysis and seasonality analysis)
     - ***Annual data***
     - ***Monthly data***
   - **Accommodation supply**: Data on tourism capacities in cities
   - **Availability & definitions**: Information on each country settings in the Data Input Timetable
   - **Shopping Barometer**: Prices of typical shopping items of tourists in various cities (**available to CityDNA data inputters only**)
   - **Attractions and sights**: Statistics, benchmarking, and analysis based on the number of visits to European attractions and sights
   - **Webanalytics**: Statistics, benchmarking and analysis of city tourism marketing organizations' websites (**available to participants in this project only**)
   - **Eurocity visitor survey**: Findings of cities participating in the City Destinations Alliance visitor survey

3. **Austria**: Tourism in Austria and its provinces and cities
   - **Latest trends**: A table presenting the latest trends of tourism in Austria
   - **Nights and arrivals**: Detailed statistics, benchmarking, and analysis based on arrivals and bednights in Austria and its provinces and cities (including portfolio analysis and seasonality analysis)
     - ***Annual data***
     - ***Seasonal data***
     - ***Monthly data***
   - **Accommodation supply**: Data on tourism capacities in Austrian regions
   - **Attractions and sights**: Statistics, benchmarking, and analysis based on the number of visits to Austrian attractions and sights
     - ***Annual data***
     - ***Monthly data***
     - ***Availability and definitions***

Each submenu leads to a number of retrieval options ('views'), which are constantly being developed and improved according to the needs of TourMIS users (e.g. participants at the annual TourMIS workshop, see http://www.modul.ac.at/tourmis). Each view leads to a number of options where the user can decide which indicators, destinations, markets, and period they are interested in (see Figure 43a). TourMIS also delivers its findings in the form of tables and graphs. A typical TourMIS table is presented in Figure 43b.

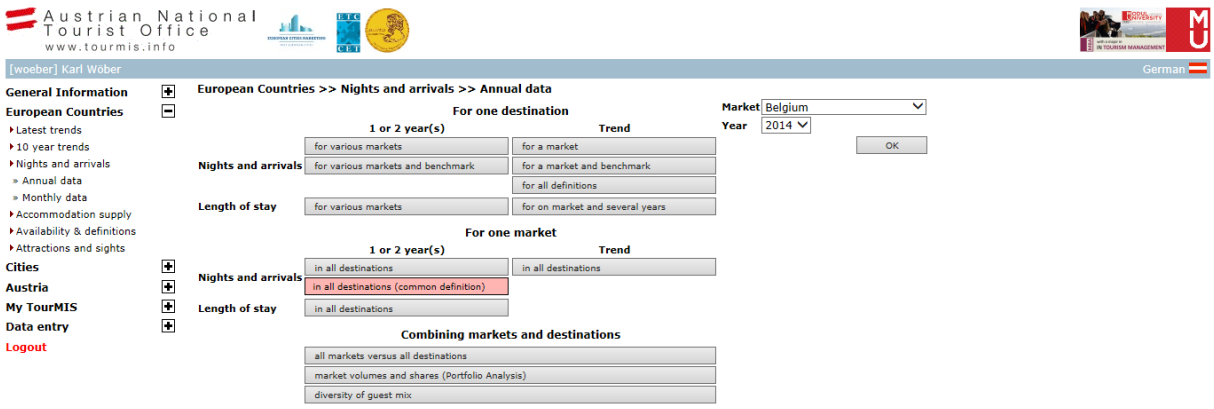
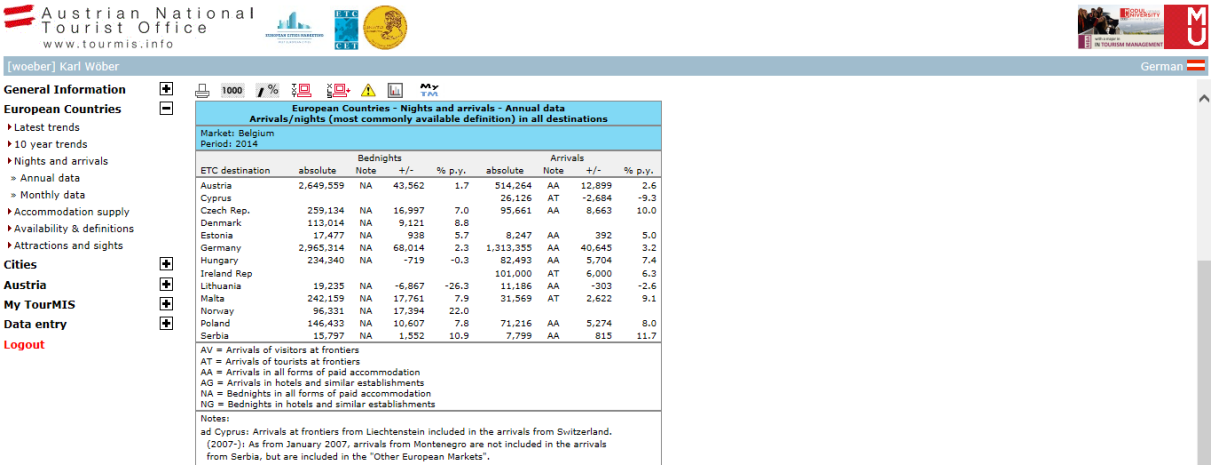


Figure 43a: A typical TourMIS 'view' (example of 'European countries')



ETC destination	Bednights absolute	Note	+/-	% p.y.	Arrivals absolute	Note	+/-	% p.y.
Austria	2,649,559	NA	43,562	1.7	514,264	AA	12,899	2.6
Cyprus					26,126	AT	-2,684	-9.3
Czech Rep.	259,134	NA	16,997	7.0	95,661	AA	8,663	10.0
Denmark	113,014	NA	9,121	8.8				
Estonia	17,477	NA	938	5.7	8,247	AA	392	5.0
Germany	2,965,314	NA	68,014	2.3	1,313,355	AA	40,645	3.2
Hungary	234,340	NA	-719	-0.3	82,493	AA	5,704	7.4
Ireland Rep					101,000	AT	6,000	6.3
Lithuania	19,235	NA	-6,867	-26.3	11,186	AA	-303	-2.6
Malta	242,159	NA	17,761	7.9	31,569	AT	2,622	9.1
Norway	96,331	NA	17,394	22.0				
Poland	146,433	NA	10,607	7.8	71,216	AA	5,274	8.0
Serbia	15,797	NA	1,552	10.9	7,799	AA	815	11.7

ad Cyprus: Arrivals at frontiers from Liechtenstein included in the arrivals from Switzerland. (2007-): As from January 2007, arrivals from Montenegro are not included in the arrivals from Serbia, but are included in the "Other European Markets".

Figure 43b: A typical TourMIS 'table' (example of 'European countries')

At the top of each table users are offered several options:

Prints the current table

Enables/Disables the comma (or dot) after each third digit (e.g. 1,050 or 1050)

Switches decimal separator from comma to dot, or vice versa (e.g. 3,5 to 3.5)

Presents the table in text format (for use with non-html compatible programs, see Chapter 8.1)

Downloads the table in MS Excel format (see Chapter 8.1)

Retrieving a graph (see Chapter 8.2)

Reporting a potential error in the table (see Chapter 8.3)

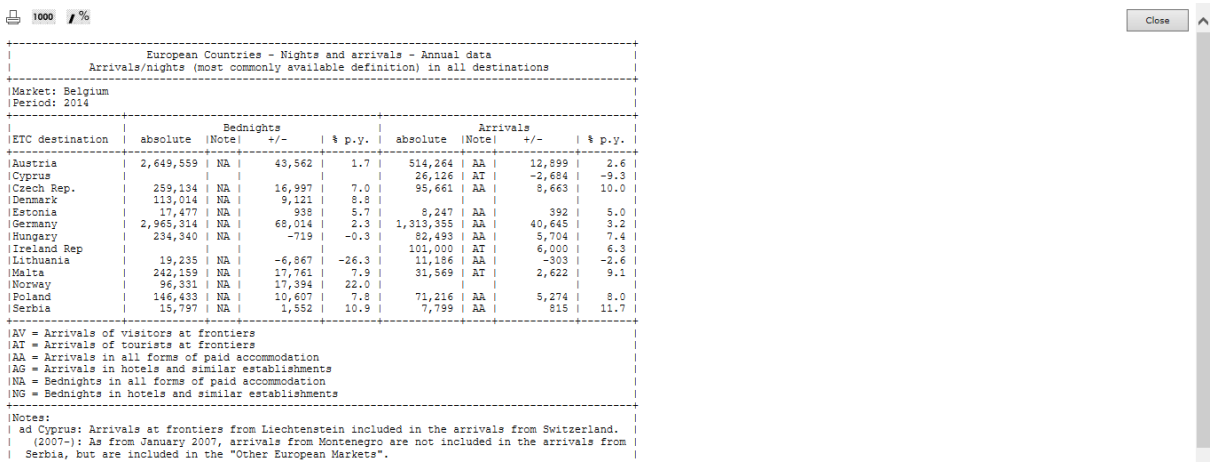
Saving your query for later use (see Chapter 8.4)

8.1. Extracting data from TourMIS

Each table in TourMIS can be retrieved in text or Excel format. When the user selects , then TourMIS offers the table in a simple text format which allows easy copy and paste functions (Figure 44a).

When the user selects , then TourMIS will prompt for defining the file name to be saved (Figure 44b). Select 'Save as', specify a file name and a directory to save your file, and select 'Save'. Next, select 'Open', which will start MS Excel and open the file you saved (see Figure 44c).

The table in Excel is presented in almost the same format as on the screen. However, minor adjustments (e.g. column width) might be necessary.



European Countries - Nights and arrivals - Annual data
Arrivals/nights (most commonly available definition) in all destinations

Market: Belgium
Period: 2014

ETC destination	Bednights absolute	Note	+/-	% p.y.	Arrivals absolute	Note	+/-	% p.y.
Austria	2,649,559	NA	43,562	1.7	514,264	AA	12,899	2.6
Cyprus					26,126	AT	-2,684	-9.3
Czech Rep.	259,134	NA	16,997	7.0	95,661	AA	8,663	10.0
Denmark	113,014	NA	9,121	8.8				
Estonia	17,477	NA	938	5.7	8,247	AA	392	5.0
Germany	2,965,314	NA	68,014	2.3	1,313,355	AA	40,645	3.2
Hungary	234,340	NA	-719	-0.3	82,493	AA	5,704	7.4
Ireland Rep					101,000	AT	6,000	6.3
Lithuania	19,235	NA	-6,867	-26.3	11,186	AA	-303	-2.6
Malta	242,159	NA	17,761	7.9	31,569	AT	2,622	9.1
Norway	96,331	NA	17,394	22.0				
Poland	146,433	NA	10,607	7.8	71,216	AA	5,274	8.0
Serbia	15,797	NA	1,552	10.9	7,799	AA	815	11.7

AV = Arrivals of visitors at frontiers
AT = Arrivals of tourists at frontiers
AA = Arrivals in all forms of paid accommodation
AG = Arrivals in hotels and similar establishments
NA = Bednights in all forms of paid accommodation
NG = Bednights in hotels and similar establishments

Notes:
ad Cyprus: Arrivals at frontiers from Liechtenstein included in the arrivals from Switzerland.
(2007-): As from January 2007, arrivals from Montenegro are not included in the arrivals from Serbia, but are included in the "Other European Markets".

Figure 44a: Extracting data using the text-download function

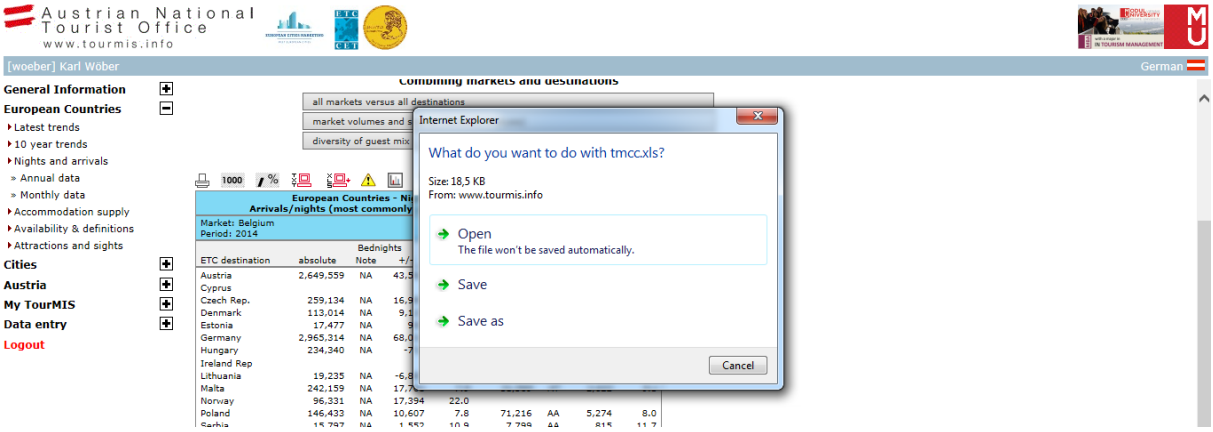


Figure 44b: Extracting data by using the Excel-download function (step 1)

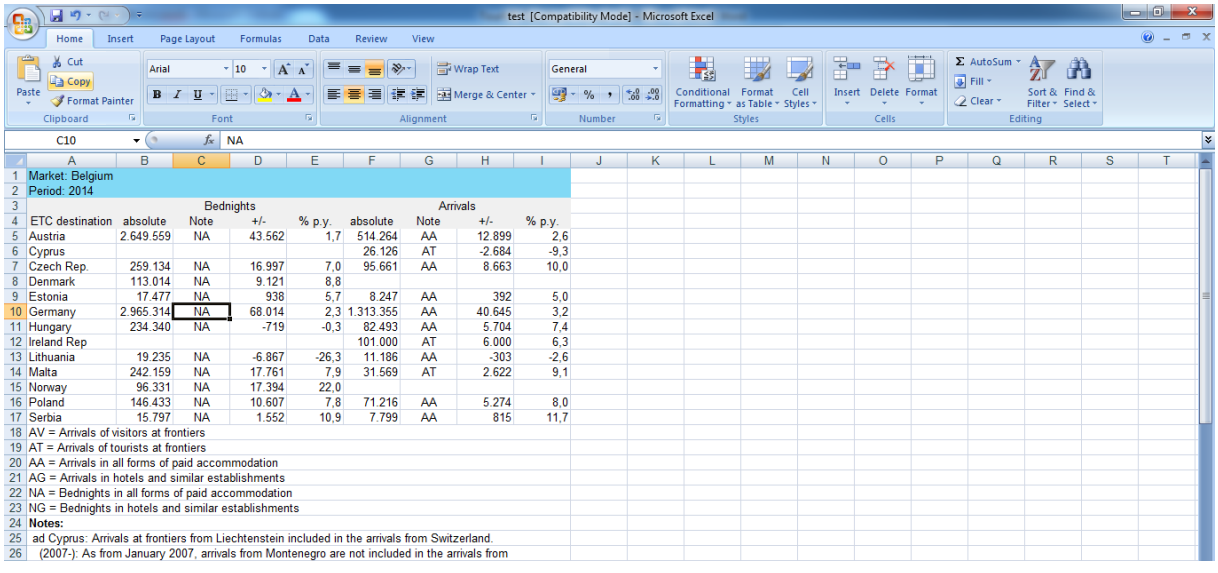


Figure 44c: Extracting data using the Excel-download function (step 2)

8.2. Graphs

Frequently, TourMIS offers the option , which allows users to generate a charts without exporting data into MS Excel. There are many different types of charts that can be generated by TourMIS (maps, bar charts, line charts, multiple line charts, etc.). A few examples are presented in Figure 45.

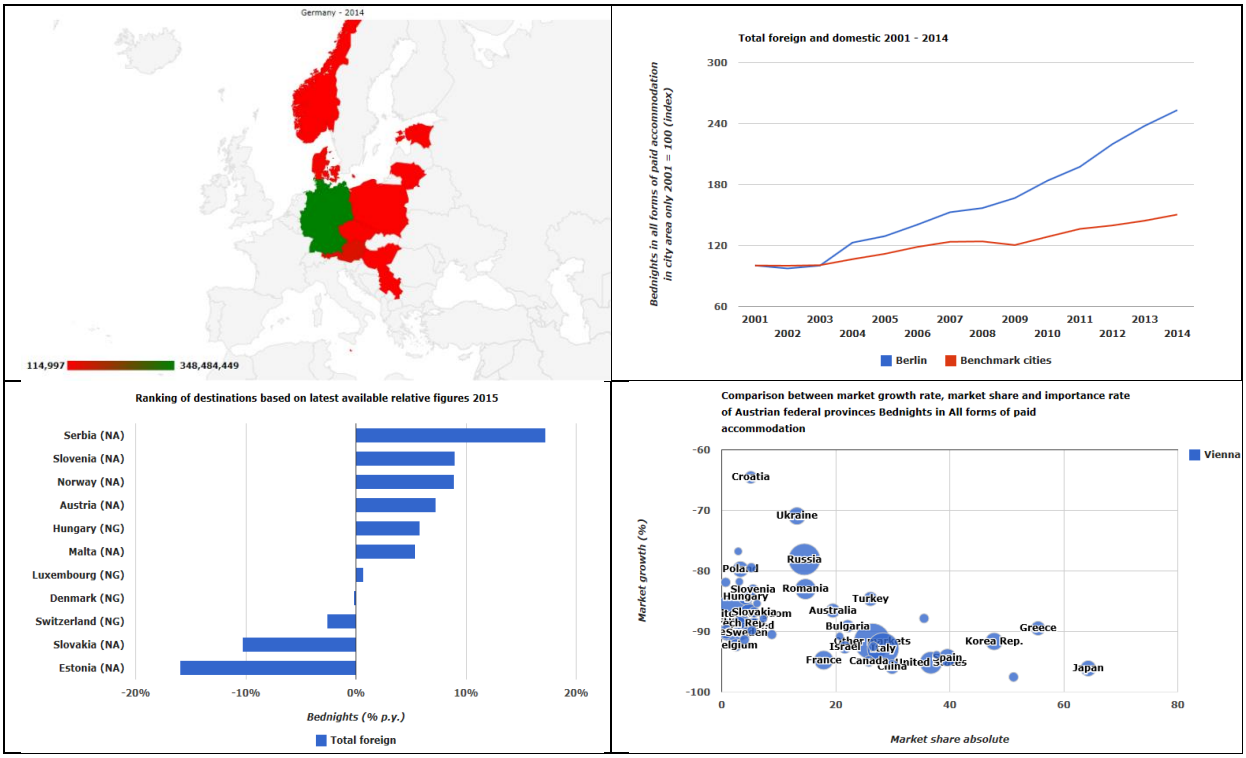


Figure 45: Charts in TourMIS (examples)

Many charts offer pull-down menus or checkboxes for easily switching between destinations or markets and mouse-over effects in order to display further information on the data displayed in the chart.

Every chart can be printed by clicking on the button. However, if you want to copy and paste a chart, then you need to use one of the many freely available cut and paste software tools (e.g. 'Snipping Tool').

8.3. Reporting a potential error

A significant amount of data in TourMIS is entered by users with special data input authorization ('data inputters'). The collaborative data collection process has the advantage that it is relatively cost-effective and that the information is entered by people who are tourism experts for their destination. Nevertheless, this process is not completely error-free since typos or other types of errors may occur. Similar to Wikipedia, TourMIS users who identify a potential error in the database are asked to inform the respective data inputter who will then check and eventually correct the data set. The more users TourMIS has, the more eyes will be checking the data in TourMIS, and the more accurate the database will become.

When a user finds a possible error in a TourMIS table, they should select , which will open a window where the user will be asked to explain the potential problem (Figure 46).

In Figure 46, a user believes that the number of bednights in Estonia is a typo since the increase in bednights is much higher than in some other report they found on the Internet. In the error reporting window, they select 'Estonia' and write an explanatory email to the data inputters for this country (see Figure 46).

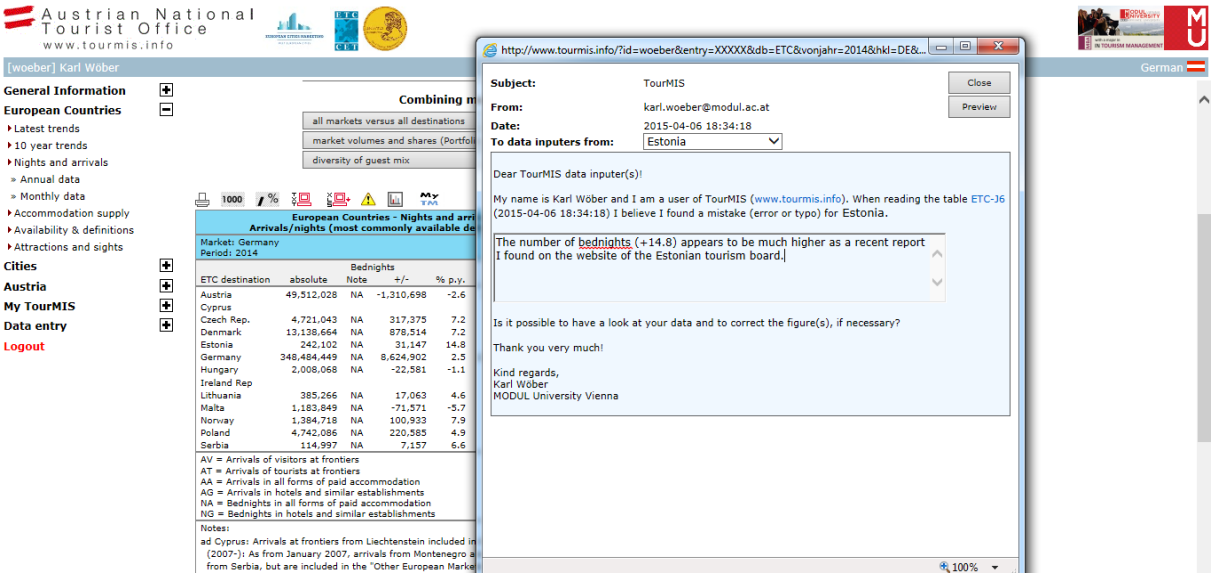


Figure 46: Reporting a potential error in TourMIS (example)

Try to be as explicit as possible when explaining the potential error. Next, click on the 'Preview' button which will show you the complete email and all data inputters with data input authorization for Estonia (Figure 47).

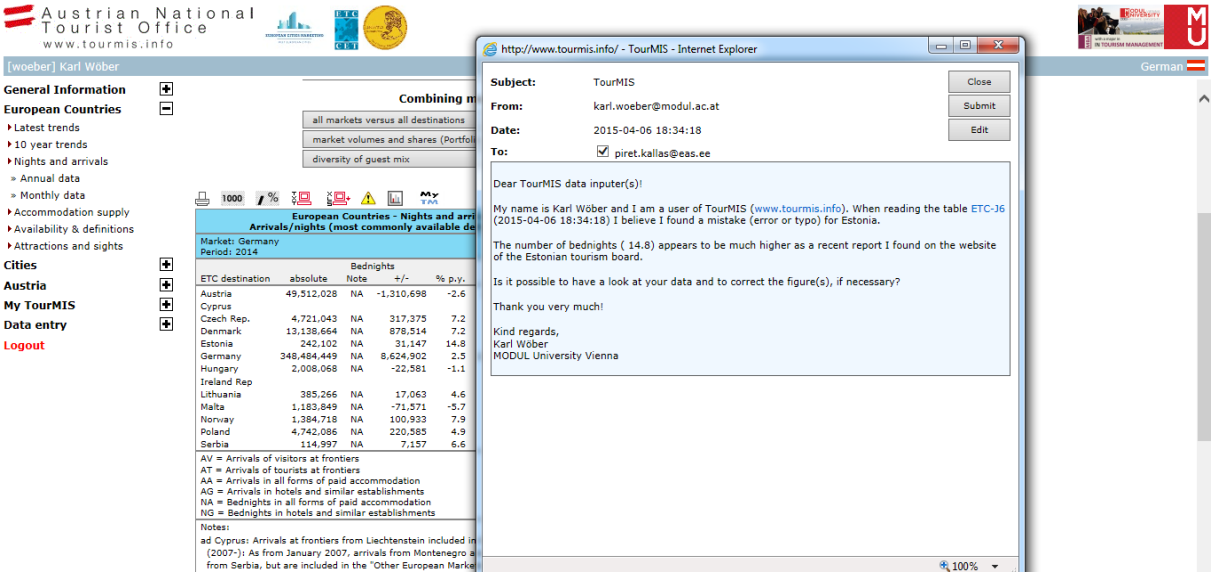


Figure 47: Reporting a potential error in TourMIS (example)

Unless the TourMIS user deselects one or several email addresses, the email will be sent to all TourMIS users with data input authorization and a valid email address in TourMIS. To submit the email, click the 'Submit' button, to change the text, click the 'Edit' button.

8.4. My TourMIS/My queries

TourMIS provides access to more than 200 tables with thousands of different options. Hence, it can sometimes be difficult to remember how someone has generated a certain table. In fact, sometimes it may be cumbersome to reproduce a table (and chart) that has been generated previously.

The 'My TourMIS' button My TM allows users to save a query to a personal folder which makes it easier to reproduce a frequently used table (Figure 48).

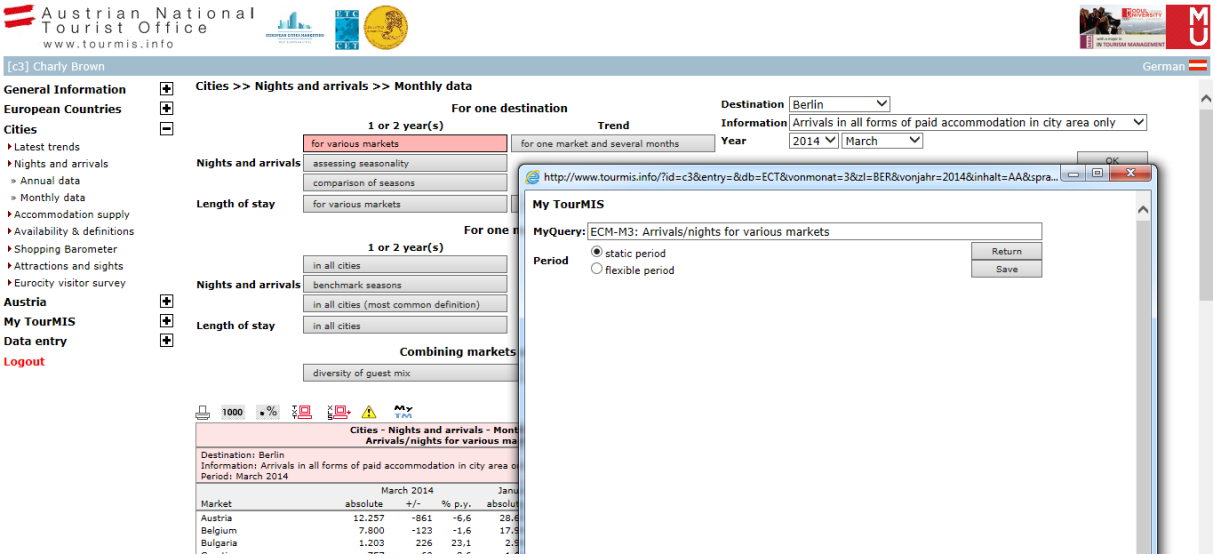


Figure 48: Saving a query in My TourMIS (example)

The My TourMIS form opens where the user can provide a name for their query ('MyQuery') and specify if the table should be saved with a 'static' or 'dynamic' period setting. TourMIS suggests a default name, which can be overwritten by the user.

If you save several MyQueries, make sure to use different query names for differentiation purposes.

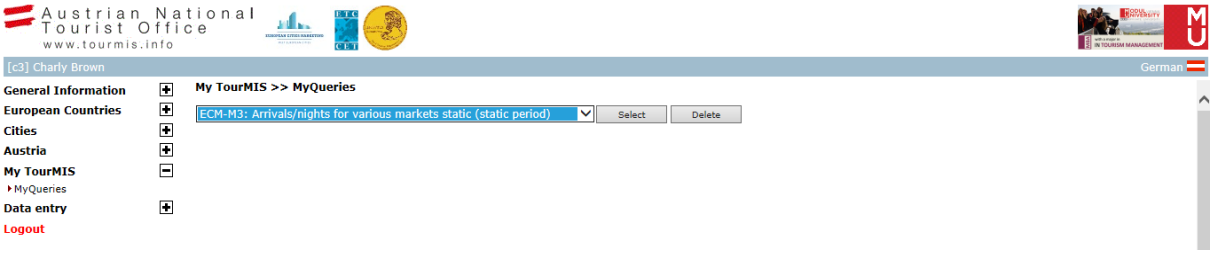


Figure 49: Retrieving a query from My TourMIS

Queries are saved permanently in **My TourMIS** and can be retrieved any time in the future. To retrieve previously saved queries, select 'My TourMIS' in the main menu and follow 'MyQueries' (Figure 49). The pull-down list includes all queries you have previously saved. To retrieve a query, select your table and press 'Select'. If you defined 'static period' for the query, then the table will be retrieved with the same period you saved the table. If you defined 'flexible period' for the query, then the table will be retrieved with a period that is relative to the date you saved the query. For instance, if you save a query 'January 2015' with a flexible period in March 2015 and you retrieve the same query two months later (May 2015), then your table will show data for 'March 2015'.

If you want to delete a query (which you do not need anymore), select the query and press 'Delete'.

9. Selected further readings

EC Guidelines 95/57/EG v. 23.11.1995 on the collection of statistical data in tourism. Articles 1-15.

Mazanec, J.A., ed. (1997) International City Tourism. Analysis and Strategy. Cassel. London.

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Ulrich Gunter and Karl Wöber (2021) Estimating transportation-related CO2 emissions of European city tourism, Journal of Sustainable Tourism, DOI: 10.1080/09669582.2021.1939708.

UNWTO (1993) Recommendations on Tourism Statistics, Madrid: WTO.

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Wöber, K., Önder, I, Zekan, B. (2014). "The City Destinations Alliance Report: 9th edition: Figures from more than 110 European Cities", Dijon: CityDNA.

Wöber, K.W. (2003) Information Supply in Tourism Management by Marketing Decision Support Systems. Tourism Management, 24(3), 241-255.

Wöber, K.W. (2002) Das Internet als Transportmittel touristischer Marktforschungsinformationen. Tourismus Journal 6(1), 25-48.

Wöber, K.W. (2000). Standardizing City Tourism Statistics. Annals of Tourism Research 27(1), 51-68.

Wöber, K.W. and Gretzel, U. (2000) Tourism Managers' Adoption of Marketing Decision Support Systems. Journal of Travel Research 39(2), 172-181.