Destination Benchmarking in TourMIS - Status Quo and Outlook.

Karl Wöber

http://trc.aiest.org/members/karl-woeber

MODUL University Vienna, Austria; Department of Tourism and Service Management

TourMIS (www.tourmis.info) is an information and decision support system for tourism SMEs/ managers, consultants, media, and students. It provides free and easy access to tourism statistics and is the platform for exchanging data, information and knowledge of the two leading tourism networks in Europe (European Travel Commission and European Cities Marketing). It provides data and automatic tools which allow tourism managers to apply and understand scientific concepts, methods, and models. Currently, more than 180 destination managers are sharing their statistics on TourMIS.
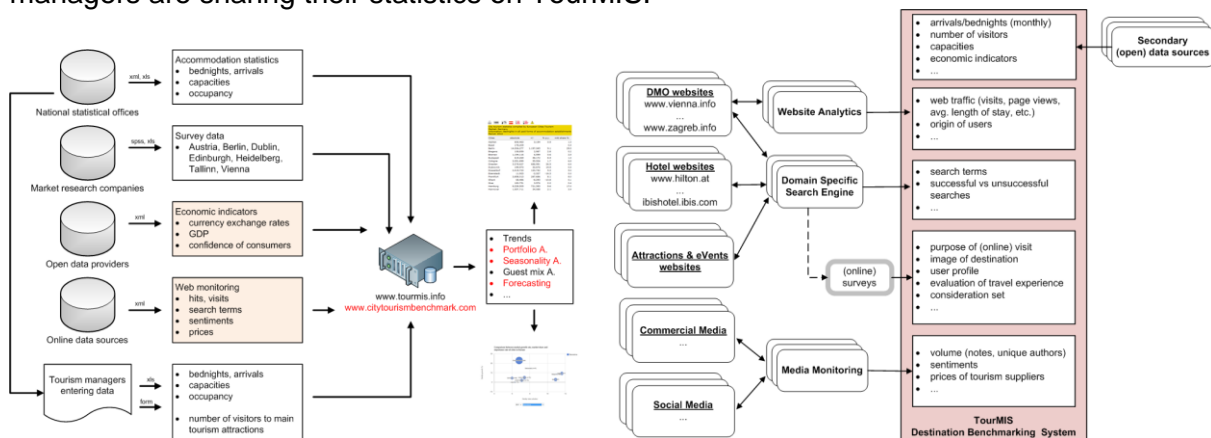

Fig. 1: TourMIS database architecture   **Fig. 2:** The future of DMO performance measurement

Figure 1 describes the TourMIS database architecture. The TourMIS database consists of statistics provided by national statistical offices, survey data provided by professional market research companies, economic indicators published by public data providers, web monitoring data, and data entered by tourism managers who have been authorized as data inputters. In 2012, a new interface, designed for the needs of city tourism managers was developed (www.citytourismbenchmark.com). This system includes a procedure for forecasting monthly tourism statistics by decomposition and extrapolation of the last 36 observations. Figure 2 summarizes the new TourMIS features. Logfile data from ten city tourism organizations' websites and data describing the search enquiries of users on a tourism-specific search engine (www.visiteuropeancities.info) are analyzed within TourMIS. There are various research questions which stem from these different data sources: (1) Do keywords determine the image of different regions? (2) Does the information from unsuccessful searchers improve the perceived quality of destination websites? (3) Which keywords are crucial in order to create attention? (4) Can we predict tourism demand based on the number of visits on a destination's website?

DMO marketing budgets will shift from traditional forms of marketing to online marketing campaigns. Marketing companies increasingly need to become specialists in placing ‚information seeds‘ in commercial and social media. Understanding what where and when something is reported and discussed becomes crucial. Overall, the success of DMO marketing activities becomes more measureable.