3rd Global Summit on City Tourism Opportunities and Threats in a Changing Environment

Karl Wöber
MODUL University Vienna
Outline

- Recent trends for European city tourism
- Why is city tourism gaining importance?
- Threats and opportunities
- Some ‘provocative’ statements
European Cities’ Marketing BENCHMARKING REPORT 2013-2014

10th Official Edition
Market Trends 2009-2013
Featuring 115 Cities
Content …

1. The growth of city tourism in Europe
2. The latest performance, developments, and benchmarks for European cities
3. The most attractive cities for visitors from China, France, Germany, Italy, Japan, Russia, Spain, the UK, and the USA
4. The reasons behind the 2013 success of cities provided by international city tourism experts
5. The latest developments and forecasts of tourism demand in Europe
6. Comparisons between European tourism on city and national levels
Europe’s Top 15 Cities

Total Bednights 2013

- London: 54,862
- Paris: 36,679
- Berlin: 26,942
- Rome: 24,161
- Barcelona: 16,485
- Madrid: 14,874
- Prague: 14,654
- Istanbul: 14,598
- Vienna: 13,545
- Munich: 12,895
- Hamburg: 11,603
- Amsterdam: 11,262
- Stockholm: 10,957
- Milan: 9,922
- Dublin: 9,250

International Bednights 2013

- London: 42,926
- Paris: 24,787
- Rome: 17,195
- Barcelona: 14,050
- Prague: 13,057
- Istanbul: 11,560
- Berlin: 11,560
- Vienna: 10,876
- Amsterdam: 9,103
- Madrid: 8,296
- Dublin: 7,965
- Budapest: 7,036
- Palma de...: 6,794
- Munich: 6,329
- Milan: 6,077
# Cities vs National Tourism

<table>
<thead>
<tr>
<th>2009 - 2013</th>
<th>EU 28</th>
<th>110 ECM Cities</th>
<th>World *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total bednights</td>
<td>+ 8.4 %</td>
<td>+ 22.4 %</td>
<td>+ 47%</td>
</tr>
<tr>
<td>International bednights</td>
<td>+ 18.8 %</td>
<td>+ 27.3 %</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>115 ECM Cities</th>
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Source: ECM; * IPK
## Cities vs. National Tourism

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<thead>
<tr>
<th></th>
<th>2009 - 2013</th>
<th>EU 28</th>
<th>ECM Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>+ 11.8 %</td>
<td></td>
<td>+ 11.9 %</td>
</tr>
<tr>
<td>Spain</td>
<td>- 12.5 %</td>
<td></td>
<td>- 7.2 %</td>
</tr>
<tr>
<td>United States</td>
<td>+ 15.2 %</td>
<td></td>
<td>+ 24.0 %</td>
</tr>
<tr>
<td>China</td>
<td>+ 161.2 %</td>
<td></td>
<td>+ 122.8 %</td>
</tr>
<tr>
<td>Russia</td>
<td>+ 149.6 %</td>
<td></td>
<td>+ 129.3 %</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>+ 15.8 %</td>
<td></td>
<td>+ 14.1 %</td>
</tr>
<tr>
<td>France</td>
<td>+ 18.6 %</td>
<td></td>
<td>+ 24.9 %</td>
</tr>
<tr>
<td>Germany</td>
<td>+ 11.0 %</td>
<td></td>
<td>+ 20.4 %</td>
</tr>
<tr>
<td>Italy</td>
<td>- 1.9%</td>
<td></td>
<td>+ 6.0 %</td>
</tr>
</tbody>
</table>
Types of Cities in the Report

- The European Premier League
  - 44 major European cities
  - 1.5 million bednights per year or more
  - Usually national capitals or national urban power centers

- The European Second Division
  - 71 European cities
  - Less than 1.5 million bednights per year
  - Culturally and economically well-known destinations in Europe
Premiere League Cities

International bednights

44 cities
> 1.5mn bednights

Number of bednights 2013

- >15 mn
- 7-15 mn
- 3-7 mn
- <3 mn

Average annual growth rate 2009-2013

- More than 6%
- 3% to 5.99%
- 1% to 2.99%
- Less than 1%
Average Annual Growth Indices

International Versus Domestic 2009-2013 - Premiere League Cities

Domestic Bednights Growth Index 2009-2013 (2009 = 100)

Second Division Cities

International bednights

71 cities
< 1.5mn bednights

Number of bednights 2013

- > 1 mn
- 0.5-0.99 mn
- < 0.5 mn

Average annual growth rate 2009-2013

- More than 10%
- 6% to 9.99%
- 3% to 5.99%
- 1% to 2.99%
- Less than 1%
Average Annual Growth Indices

International Versus Domestic 2009-2013 - Second Division Cities

International Bednights Growth Index 2009-2013 (2009 = 100)

Domestic Bednights Growth Index 2009-2013 (2009 = 100)

average of presented cities
Data available on TourMIS – www.tourmis.info

- Information and decision support system for tourism managers, media, students, …
- Provides free and easy access to tourism statistics
- Platform for tourism associations to exchange data, information, and knowledge
- A social media application (~ Wiki)
- 230 TourMIS members who input data from 74 countries & 150 cities
- >20,000 registered users
- The integration of tools and data allows tourism managers to apply and understand scientific concepts, methods, and models
47 cities sharing monthly data Jan-Aug 2014
47 cities sharing monthly data Jan-Aug 2014

<table>
<thead>
<tr>
<th>Cities</th>
<th>Latest trends</th>
<th>Monthly data</th>
<th>Development during the last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jan – Aug 2014</td>
<td></td>
<td>April 2014</td>
</tr>
<tr>
<td><strong>Cities in Europe</strong></td>
<td></td>
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<tr>
<td><strong>Performance of Cities in Europe</strong></td>
<td></td>
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<td></td>
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<tr>
<td><strong>Bednights: January – August 2014</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berlin</td>
<td>18,953,808</td>
<td>6.0 ↓</td>
<td>1.3 ↓</td>
</tr>
<tr>
<td>Barcelona</td>
<td>11,615,520</td>
<td>4.4 ↑</td>
<td>7.8 ↓</td>
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<tr>
<td>Prague</td>
<td>9,674,339</td>
<td>-1.0 ↑</td>
<td>9.1 ↑</td>
</tr>
<tr>
<td>Munich</td>
<td>8,757,124</td>
<td>3.5 ↑</td>
<td>5.8 ↑</td>
</tr>
<tr>
<td>Hamburg</td>
<td>7,958,593</td>
<td>2.1 ↑</td>
<td>4.7 ↑</td>
</tr>
<tr>
<td>Stockholm</td>
<td>5,413,277</td>
<td>6.8 ↑</td>
<td>4.8 ↑</td>
</tr>
<tr>
<td>Budapest</td>
<td>5,350,776</td>
<td>2.1 ↑</td>
<td>1.9 ↑</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>4,632,126</td>
<td>6.1 ↓</td>
<td>1.2 ↓</td>
</tr>
<tr>
<td>Brussels</td>
<td>4,357,333</td>
<td>9.0 ↓</td>
<td>1.0 ↓</td>
</tr>
<tr>
<td>Dresden</td>
<td>2,821,597</td>
<td>8.6 ↑</td>
<td>3.1 ↑</td>
</tr>
<tr>
<td>Göteborg</td>
<td>2,791,889</td>
<td>6.0 ↑</td>
<td>3.3 ↑</td>
</tr>
<tr>
<td>Zurich</td>
<td>2,720,595</td>
<td>1.9 ↑</td>
<td>2.4 ↑</td>
</tr>
<tr>
<td>Dubrovnik</td>
<td>2,333,360</td>
<td>9.0 ↑</td>
<td>3.6 ↑</td>
</tr>
<tr>
<td>Helsinki</td>
<td>2,255,810</td>
<td>0.2 ↑</td>
<td>0.9 ↑</td>
</tr>
<tr>
<td>Tallinn</td>
<td>1,963,836</td>
<td>2.2 ↓</td>
<td>0.6 ↓</td>
</tr>
<tr>
<td>Salzburg (city)</td>
<td>1,740,949</td>
<td>2.0 ↓</td>
<td>1.0 ↓</td>
</tr>
<tr>
<td>Bruges</td>
<td>1,285,970</td>
<td>6.4 ↓</td>
<td>1.0 ↓</td>
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<tr>
<td>Antwerp</td>
<td>1,223,672</td>
<td>8.6 ↓</td>
<td>1.5 ↓</td>
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<tr>
<td>Bergen</td>
<td>1,136,863</td>
<td>11.3 ↓</td>
<td>3.6 ↓</td>
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<tr>
<td>Genoa</td>
<td>1,075,204</td>
<td>4.6 ↓</td>
<td>0.2 ↓</td>
</tr>
<tr>
<td>Zagreb</td>
<td>1,013,891</td>
<td>10.9 ↑</td>
<td>1.3 ↑</td>
</tr>
<tr>
<td>Innsbruck</td>
<td>1,006,813</td>
<td>1.8 ↓</td>
<td>-5.2 ↓</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Trends in Important Markets</th>
<th>January – August 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Arrivals</td>
</tr>
<tr>
<td>France</td>
<td>1.2 ↓</td>
</tr>
<tr>
<td>Germany</td>
<td>5.2 ↑</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4.2 ↓</td>
</tr>
<tr>
<td>Italy</td>
<td>4.1 ↓</td>
</tr>
<tr>
<td>Netherlands</td>
<td>3.8 ↑</td>
</tr>
<tr>
<td>Spain</td>
<td>4.9 ↑</td>
</tr>
<tr>
<td>Sweden</td>
<td>1.5 ↑</td>
</tr>
<tr>
<td>Europe</td>
<td>3.9 ↓</td>
</tr>
<tr>
<td>United States</td>
<td>9.0 ↑</td>
</tr>
<tr>
<td>China</td>
<td>17.9 ↓</td>
</tr>
<tr>
<td>Japan</td>
<td>1.3 ↑</td>
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<tr>
<td>Russia</td>
<td>-5.2 ↓</td>
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47 cities sharing monthly data Jan-Aug 2014
Analysis Supported by TourMIS

- Market volume and market share analysis
- Measuring and benchmarking seasonality
- Identifying guest mix problems of destinations
- Forecasting tourism demand
- Comparing visitor surveys
- Measuring and benchmarking demand of tourism attractions
- Analysis of the performance of DMO websites
New: Tourism Density

ECM Report Cities' Tourism Density - Total Bednights 2013

Benchmark average = 6,594
Why Is City Tourism Gaining Importance?

- Increase in urbanization
- Greater global mobility; information boom and increased knowledge-sharing
- City tourism products are highly standardized and readily available for purchase
- Cities are ideal for short-breaks
- Cities have become more attractive (cultural, clean, modern, smart)
- MICE and shopping - important travel motivations
Opportunities for City Tourism

- Tourism can improve the quality of life within the local community
- Cities serve as incubators of innovation and technology
- Improving tourism data on a sub-national level will galvanize local action, reinforce the performance of policies and programs, and drive investment and development projects
Threats to City Tourism

Economical
- The increasing standardization and transparency of products and services leads to greater competition and lower profit margins

Environmental
- Crowding, congestion, waiting time, emissions, and pollution distracts visitors to cities

Social
- Relationship between tourists (tourism industry) and citizens (community)
Some ‘Provocative‘ Statements

- City tourism will continue to grow in terms of market share
- The success or failure of DMO marketing activities will become more measurable
- Cities will be perceived as *better* brands than countries, and governments will shift their advertising budgets from national to regional levels
- City tourism in Europe will lead the way in supranational tourism policy
Thank you!

Karl Wöber
karl.woeber@modul.ac.at

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