



21st TourMIS Users' Workshop & International Seminar

Adoption of impact models among NTOs and DMOs

Draft Programme

10 - 11 September 2026

Vienna, Austria



NECSTour

European Regions for
Competitive and Sustainable Tourism

**CITY
DESTINATIONS
ALLIANCE**

**MODUL
UNIVERSITY**
PRIVATE UNIVERSITY VIENNA

**EUROPEAN
TRAVEL
COMMISSION**

TourMIS Users' Workshop & International Seminar 2026

Dear Delegate,

We are delighted to welcome you to this two-day event, organised in collaboration by the European Travel Commission (ETC), Modul University Vienna, City Destinations Alliance (CityDNA), and the Network of European Regions for Competitive and Sustainable Tourism (NECSTouR), the latter joining as a co-organiser for the first time to add a regional dimension to complement the national and city levels. The themes chosen for this programme reflect issues of real and growing significance for tourism organisations across Europe and beyond.

The evaluation and monitoring of marketing activity is fundamental to the development of sound, evidence-based strategies for tourism managers. Technology increasingly supports this work, and TourMIS (www.tourmis.info) — Europe's leading tourism marketing information system — has long been at the forefront of that effort. On day one, a workshop led by Professor Karl Wöber, the founder of TourMIS, will guide participants through the process of entering tourism statistics into the system and making full use of its benchmarking tools to generate meaningful market research outputs.

The international seminar on day two will be led by ETC, with a focus on the adoption of impact models among NTOs and DMOs. As destination managers face growing pressure to balance economic, social, and environmental performance, different approaches are emerging in how organisations generate value and deliver meaningful impact through tourism. The seminar will explore what impacts are being prioritised, and how these are being measured and understood through a range of analytical frameworks and targets. The programme follows a deliberate funnel approach, opening with an examination of impacts targeted at a European level before narrowing progressively through national and regional perspectives down to the city level. This will be complemented by learnings from the private sector and academia, followed by a more interactive session in the afternoon in which participants will discuss amongst themselves the best ways to generate meaningful impact through tourism. Participants will gain practical insight into how these tools can be embedded into strategic decision-making, helping destination managers to guide more balanced, sustainable outcomes for the places they represent.

Both days have been designed to encourage active engagement and exchange among participants. We look forward to welcoming you to what promises to be a stimulating and rewarding programme in Vienna.



Karl Wöber

Modul University
Vienna



Eduardo Santander

European Travel
Commission



**Barbara Jamison-
Woods**

City Destinations Alliance



John Fitzgibbon

Network of European
Regions for
Competitive and
Sustainable Tourism

Sponsored by:



Meeting Venue & Registration



Austria is located in the heart of Europe. The capital, Vienna, enjoys a moderate and mild climate with summer temperatures ranging from 20 to 30°C. For more information, visit the website of the Vienna Tourist Board (www.wien.info/en).

The venue for the events is Modul University Vienna (MU Vienna), which is located on top of Kahlenberg offering a marvellous view over the city.

The seminar rooms at MU Vienna are equipped with IT facilities and free wireless internet connection. Since 2007, MU Vienna has been offering cutting-edge education (BA, BBA, BSc, MSc, MBA, and PhD study programs) in the areas of international management, human resources management, data science, international relations, sustainable development, and tourism and hospitality management.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus, offering a truly multicultural, international study environment. All study programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily workflow. The choice of an environmentally friendly venue as MU Vienna contributes to green events.

Conference Hotel

Spark by Hilton Vienna Messe Prater
Messestraße 2,
1020, Vienna, Austria
Tel: +43 1 727270
(A booking link will be provided in the confirmation e-mail after registering)

Conference Location

Modul University Vienna
Am Kahlenberg 1
1190 Vienna Austria
<http://www.modul.ac.at>

Local Contact

Sara Valentin Izquierdo
Event Team Lead
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Gaukhar Chekembayeva,
Assistant Professor/Senior Lecturer
gaukhar.chekembayeva@modul.ac.at

[Register here](#)

For in-person participants (Thursday and Friday): EUR169

For online participants (Thursday only): EUR199

In-person participants (Friday only): EUR90



Programme – Day One

TourMIS Users' Workshop

Thursday, September 10, 2026

Time	Session		
08:20 - 09:00	Transfer from Conference Hotel Spark by Hilton Vienna Messe Prater to the conference venue: Modul University Vienna, Am Kahlenberg 1, 1190 Vienna		
09:00 - 10:00	Conference registration / Coffee and tea		
10:00 - 11:00	Introduction to the tourism marketing information system – TourMIS (www.tourmis.info) Karl Wöber Modul University Vienna		
11:00 - 12:15	<table border="1"><tr><td>How to become an active contributor to TourMIS Karl Wöber Modul University Vienna</td><td>How to enter and analyse visitors to attractions and sites Bozana Zekan Modul University Vienna The data space for tourism – tourism data inventory and meetings industry benchmarking on TourMIS Jason Stienmetz Modul University Vienna</td></tr></table>	How to become an active contributor to TourMIS Karl Wöber Modul University Vienna	How to enter and analyse visitors to attractions and sites Bozana Zekan Modul University Vienna The data space for tourism – tourism data inventory and meetings industry benchmarking on TourMIS Jason Stienmetz Modul University Vienna
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12:15 - 13:30	Lunch		
13:30 - 14:15	Benchmarking tourism destinations Karl Wöber Modul University Vienna		
14:15 - 14:45	New database on regional tourism statistics in TourMIS Karl Wöber Modul University Vienna		
14:45 - 15:15	Coffee break		
15:15 - 16:15	Estimating CO2 emissions generated by tourism in European cities and countries Ulrich Gunter and Karl Wöber Modul University Vienna		
16:15 - 17:15	Tourist tax collected by accommodation providers Karl Wöber Modul University Vienna		
17:15 - 17:45	The future development of TourMIS Karl Wöber Modul University Vienna		

18:00	Transfer to Conference Hotel Spark by Hilton Vienna Messe Prater (for delegates not registered for our dinner event) or to the restaurant “Zum Weingut Martin Sepp”.
18:30	Dinner at „Zum Weingut Martin Sepp“. Transfer back to the hotel at 22:00.

Programme – Day Two

International Seminar: ‘Adoption of impact models among NTOs and DMOs’

Friday, September 11, 2026

Time	Session
08:20 - 09:00	Transfer from Conference Hotel Spark by Hilton Vienna Messe Prater to the conference venue: Modul University Vienna, Am Kahlenberg 1, 1190 Vienna
09:00 - 09:30	Conference registration / Coffee and tea
09:30 - 09:45	Welcome and opening remarks Karl Wöber Modul University Vienna Jennifer Iduh European Travel Commission Hani El-Sharkawi Inspiring Leaders – Master of Ceremony
09:45 - 10:10	The European Perspective: The EU 2026 Sustainable Tourism Strategy Bruno Castro (TBC) European Commission (TBC)
10:10 - 10:35	The National Perspective: Switzerland’s Travel Better Philosophy Milena Bärtschi Switzerland Tourism
10:35 - 11:00	The Regional Perspective: The Tourism of Tomorrow Lab Daniel Iglesias NECSTouR
11:00 - 11:30	Coffee break
11:30 - 11:55	The City Perspective: Copenhagen’s Legacy Lab Jakob Kjeldgaard Fuglsang Visit Copenhagen

11:55 - 12:45	Learnings from the private sector & academia Matt Dass Tourism Economics TBC TBC
12:45 - 14:00	Lunch & Family Picture
14:00 - 15:45	Speed-Networking & knowledge exchange: How can destinations best measure impact? What are the challenges? Interactive exercise
15:45 - 16:00	Wrap-up & Final Remarks
16:30	Transfer to Conference Hotel Spark by Hilton Vienna Messe Prater
