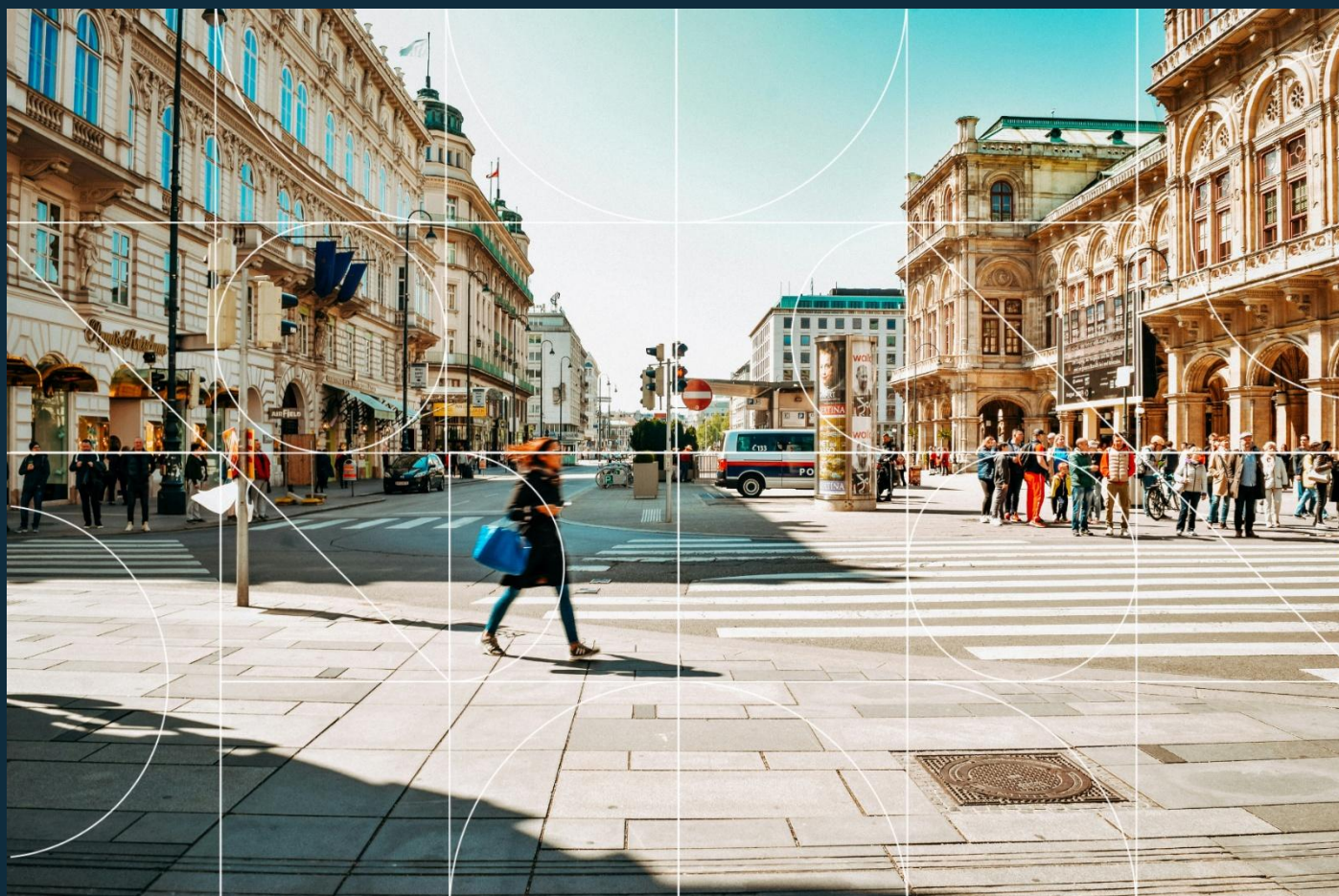




21st TourMIS Users' Workshop & International Seminar

Adoption of impact models among NTOs and DMOs

Final 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 connect with peers to discuss the best ways to generate and measure meaningful impacts in 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
sara.valentinizquierdo@modul.ac.at

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	
	This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr Karl Wöber. At the end of this session, Karl gives an overview of the new features programmed since last year's meeting and introduces the outline of the workshop.	
11:00 - 12:15	How to become an active contributor to TourMIS	How to enter and analyse visitors to attractions and sites
	Karl Wöber Modul University Vienna This session explains the basics how to enter your tourism statistics into TourMIS and is particularly interesting for beginners. During this session, Karl will also explain how you can connect TourMIS to your statistics office's database. He will explain how APIs can be used to retrieve large datasets and will provide tips and examples. Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system.	Bozana Zekan Modul University Vienna The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Bozana will show you the power of this tool and how to participate in this project. The data space for tourism – tourism data inventory and meetings industry benchmarking on TourMIS Jason Stienmetz Modul University Vienna Two powerful tools for tourism destinations will be presented: 1) The Tourism Data Inventory, a searchable online database of relevant tourism data sources created as part of the Data Space for Tourism project, and 2) the TourMIS Meetings Industry reporting and benchmarking features for city destinations.
12:15 - 13:30	Lunch	

13:30 - 14:15 Benchmarking tourism destinations

Karl Wöber
Modul University Vienna

This session introduces participants to basic as well as more advanced analysis and reporting features. A particular focus will be put on new features and changes that have been recently introduced to the system.

14:15 - 14:45 New database on regional tourism statistics in TourMIS

Karl Wöber
Modul University Vienna

Karl will give an update on the developments of the regional tourism database in TourMIS. The database is being developed in collaboration with NECSTouR and is based on analytical tools that have proven valuable to DMOs at the national and municipal levels.

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

In this session, Ulrich and Karl will present a model which allows tourism destinations to estimate and monitor the CO2 emissions caused by tourists travelling to their destination. In addition, they will introduce an enhanced feature that enables trend analysis of CO₂ emissions.

16:15 - 17:15 Tourist tax collected by accommodation providers

Karl Wöber
Modul University Vienna

Modul University Vienna and CityDNA invite TourMIS users to participate in a new initiative to track and compare tourist tax revenues generated at their destinations. The goal of this initiative is to understand the financial impact of tourism and its influence on tourism demand.

17:15 - 17:45 The future development of TourMIS

Karl Wöber
Modul University Vienna

In this workshop-style session, participants are invited to discuss with Karl various options for the future development of TourMIS. Karl will also answer questions about how DMOs can use the TourMIS database to improve their websites and local dashboards.

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 Hani El-Sharkawi Inspiring Leaders – Master of Ceremony Karl Wöber Modul University Vienna Jennifer Iduh European Travel Commission
09:45 - 10:10	The European Perspective: The EU 2026 Sustainable Tourism Strategy Bruno Castro European Commission The European Commission will publish in 2026 a Sustainable Tourism Strategy, after extensive consultation to stakeholders. This guiding document intends to make tourism more sustainable, competitive, and innovative, while enhancing the overall experience for travellers and supporting the sector's resilience. Data availability, sharing and use will feature in the Strategy, as the Commission intends to give destinations the tools to manage their tourism.
10:10 - 10:35	The National Perspective: Switzerland's Travel Better Philosophy Milena Bärtschi Switzerland Tourism Switzerland Tourism will present Travel Better, its guiding philosophy for sustainable tourism development, built on the principle of bringing the right guests to the right place at the right time through active promotion and demand steering. Milena Bärtschi, Manager Tourism Development & Sustainability, will share how Switzerland Tourism is beginning to underpin this philosophy with data, offering a peer-learning look at the early design of this evolving metrics framework.
10:35 - 11:00	The Regional Perspective: The Tourism of Tomorrow Lab Daniel Iglesias Daniel Caro NECSTouR Andalucía Nexus This session will explore how European regions are addressing the challenge of monitoring and measuring tourism's economic, social and environmental impacts. Drawing on NECSTouR's experience working with its member destinations, particularly through the Tourism of Tomorrow Lab (ToTLab), the session will present practical approaches, lessons learned and emerging solutions for developing more effective regional tourism intelligence. Selected NECSTouR member destinations will also be invited to

	share their experiences, offering participants first-hand insights into how regions are using data and evidence to support more sustainable and balanced tourism development.
11:00 - 11:30	Coffee break
11:30 - 11:55	The City Perspective: Copenhagen's Legacy Lab Jakob Kjeldgaard Fuglsang Wonderful Copenhagen How can congresses and events create positive long-term impact? This session introduces the Copenhagen Legacy Lab – an award-winning initiative by Wonderful Copenhagen that helps international associations achieve their strategic objectives while supporting local and national priorities. Discover our research-based legacy framework, explore concrete examples of legacy projects, and learn how their impact can be measured for up to two years after the event.
11:55 – 12:45	Learnings from the private sector & academia Matthew Dass Tourism Economics The presentation will look at how DMOs and NTOs can adopt and apply economic impact models to demonstrate the value of the visitor economy and inform policy, investment and long-term strategic planning. Drawing on Tourism Economics' destination work across Europe and globally, it will cover the practical considerations in adopting an impact model—data, methodology and how outputs are communicated to stakeholders—illustrated with recent destination case studies. Peng Yang UEF Business School Hyperlink network analysis shows that the National Tourism Organization is a crucial governance anchor in Finland's national tourism strategy and development. Public investment in NTO leadership directly safeguards destination connectivity, enabling long-term industry resilience and collaborative growth.
12:45 – 14:00	Lunch & Family Picture
14:00 - 15:45	Speed-networking & knowledge exchange: How can destinations best generate and measure impacts? What are the challenges? This interactive session provides participants with the opportunity to connect with peers, exchange experiences, and learn from one another. Through a series of structured networking conversations, participants will explore how destinations target and measure impacts, share successes and challenges, and identify common priorities. Together, they will develop practical ideas and recommendations for addressing the key challenges in adopting impact models, leaving with new insights, valuable connections, and actionable takeaways for their own destinations.
15:45 - 16:00	Wrap-up & Final Remarks Daniëlla Brust-Blumink Amsterdam & Partners Cristina Nunez NECSTouR
16:30	Transfer to Conference Hotel Spark by Hilton Vienna Messe Prater

Meet the Speakers

Day One –TourMIS Users’ Workshop

Univ.-Prof. Dr. Karl Wöber

President – Rektor at Modul University Vienna



Incoming President of the Board of the European Union of Private Higher Education (EUPHE)

Chair of the Executive Board of the International Academy for the Study of Tourism (The Academy)

Karl Wöber is Full Professor and Founding President of Modul University Vienna (www.modul.ac.at). He is also the incoming President of the European Union of Private Higher Education as of fall 2026. From 2019-2024 he was the elected President of the International Academy for the study of Tourism, the worldwide leading network of Tourism Professors and he is also the chairman of the Expert committee of the World Tourism Cities Federation. For more than 30 years he is a Technical Advisor of European Cities Marketing and the European Travel Commission, the two leading professional tourism networks in Europe.

Dr. Ulrich Gunter

Full Professor, Dean of the Graduate Degree Programs, School of Tourism and Service Management at Modul University Vienna



Ulrich Gunter is a Full Professor of Tourism Economics at the School of Tourism and Service Management of Modul University Vienna and Dean of the Graduate Degree Programs. He holds a PhD in Economics from the University of Vienna (2010), as well as an MA in Latin American Studies from the same institution (2015). Following a habilitation process, Ulrich obtained his Venia Docendi (university teaching credential) from Modul University Vienna in 2017. Ulrich is a Member of the Board of Directors and Past Chair of the Tourism and Hospitality Section (THS) of the International Institute of Forecasters (IIF). He is also a regular member of CFE and of ICHRIE. From 2022 to 2026, he was a Member of the Executive Council of the International Association for Tourism Economics (IATE). Ulrich's research interests are in tourism economics, sustainability in tourism and beyond, and in applied econometrics (time-series analysis, forecasting, panel-data analysis).

Dr. Bozana Zekan

Associate Professor, School of Tourism and Service Management at Modul University Vienna



Dr. Bozana Zekan is an Associate Professor at the School of Tourism and Service Management, Modul University Vienna. She holds a Doctor of Social and Economic Sciences (with honors) degree from the Vienna University of Economics and Business, Vienna, Austria, and a Master of Science in Service Management degree from the Rochester Institute of Technology, Rochester, New York. Her research interests are in the fields of tourism economics and destination management. Her research has been published in leading international scholarly journals and has received external funding from various bodies. Bozana is a member of the International Association for Tourism Economics (IATE), the International Institute of Forecasters (IIF), the City Destinations Alliance (CityDNA) Knowledge Group Research & Insights, and the City Travel Report Steering Group. She

serves on the editorial boards of Annals of Tourism Research, Annals of Tourism Research Empirical Insights, Journal of Travel Research, and Tourism Economics.

Dr. Jason L. Stienmetz

Dean of UG Degree Programs, Associate Professor, Modul University Vienna



Jason is the Dean of Undergraduate Degree Programs and an Associate Professor of Tourism and Service Management at Modul University Vienna. His research interests include measuring, modeling, and managing tourism destination systems; marketing evaluation; visitor experience and value creation; “smarter” tourism management; and big data. His recent research projects are related to the design and implementation of the Common European Tourism Data Space. Prior to joining academia, Jason worked for the U.S. Travel Association, and he is proud to have served as a Peace Corps volunteer in Costa Rica, where he was involved in a number of community-based projects related to eco-tourism, technology education, and micro-finance. Jason also serves on the editorial boards of the Journal of Travel Research, Annals of Tourism Research, and the Journal of Information Technology and Tourism.

Day Two – International Seminar

Hani El-Sharkawi

Founder and CEO of Inspiring Leaders



Hani El Sharkawi is the founder and CEO of Inspiring Leaders. He is a facilitator, moderator, coach, and organizational development consultant with more than 25 years of international experience in tourism, hospitality, and leadership development. Having lived and worked in seven countries, he has held leadership positions with renowned hospitality brands, including InterContinental, Four Seasons and Shangri-La Hotels and Resorts.

Today, Hani supports organizations and leadership teams through workshops, conferences, strategic retreats, and change initiatives. He is known for creating engaging, interactive learning environments that foster dialogue, collaboration, and meaningful outcomes. As a moderator, he combines professionalism, energy, and a strong ability to connect diverse stakeholders and audiences.

Hani also worked at MODUL University Vienna, where he contributed to the development of future tourism and hospitality professionals. Hani holds degrees in Tourism & Hospitality Management, Intercultural Competencies as well as Coaching & Organizational Development. His academic background, combined with extensive industry experience, allows him to bridge theory and practice while bringing valuable insights to international conferences and events.

Bruno Castro

Tourism Policy Officer at European Commission

Bruno Castro is a Tourism Policy Officer in the European Commission's Directorate General for Transport and Mobility (DG.MOVE), based in Brussels.

Born in Spain, Bruno obtained degrees in Philosophy, Anthropology and Political Sciences, plus a Master in European Studies. He has worked in EU institutions for 15 years, including diplomatic positions, international relations with the Americas, research programmes and Erasmus+.

He joined the Tourism Unit in October 2024.



Milena Bärtschi

Manager Tourism Development & Sustainability at Switzerland Tourism

Milena Bärtschi is Manager Tourism Development & Sustainability at Switzerland Tourism, where her projects focus on Travel Better, ST's guiding philosophy for future-proof tourism development. Before joining the tourism sector, she worked in sustainability, supporting organizations in translating strategy into practical initiatives across industry and public administration. She holds a Master's degree in Changing Societies: Migration, Resources and Conflicts from the University of Basel, with a focus on circular economy and societal change.



Daniel Iglesias

Chief Data Scientist at NECSTouR's Tourism of Tomorrow Lab

Industrial Engineer degree (Electronic and automation specialty) from the University of Oviedo. He has more than 15 years of experience in innovation projects related to data analysis and Big Data technologies. He has worked in different sectors, such as IT, automotive, retail, e-health, and tourism. In addition, Daniel spent seven years as Director of Operations in the Center for Tourist Innovation of Andalusia, where he provided advice to tourism companies about using new technologies and analyzing information for decision-making and founded the Big Data and tourism information analysis unit. Currently, he works at Tourism of Tomorrow Lab, working with destinations to analyze their data to help them to be more sustainable and participating in several European initiatives related to smart destinations and data-driven destination management.





Daniel Caro

Head of Andalucía Nexus

Daniel Caro Ruiz is an innovation and data strategy leader helping tourism organizations leverage data, AI, and digital technologies to drive competitiveness and growth. He currently heads Andalucía Nexus, a strategic initiative for tourism transformation in Andalusia. In 2026, he was recognized among Spain's 150 Most Influential Tourism Professionals.



Jakob Kjeldgaard Fuglsang

Senior Manager at Copenhagen Legacy Lab (Wonderful Copenhagen)

Since 2021, Jakob Kjeldgaard Fuglsang has served as Senior Manager at Copenhagen Legacy Lab, an innovative initiative under Wonderful Copenhagen. In this role, he works to maximise the social, societal and economic impact of international congresses and major events hosted in the Danish capital.

Over the past years, Jakob has played a strategic role in delivering legacy programmes for more than 25 international congresses and events.

Prior to joining Wonderful Copenhagen, Jakob worked at the Danish Football Association (DBU), where he was part of the Local Organising Committee (LOC) responsible for hosting UEFA EURO 2020 in Copenhagen.

Jakob holds an MSc in IT (Experience Design) from Aalborg University and a BSc in Sport Management. As part of his undergraduate studies, he spent a semester abroad at California State University, Fullerton (CSUF).



Matthew Dass

Director of Consulting at Tourism Economics

Matthew Dass is Director of Consulting at Tourism Economics, where he leads a team delivering projects across the EMEA and APAC regions and heads the firm's global cruise consulting division. He advises destinations, travel businesses, and industry organisations on the economic value of visitor activity and the role it plays in economic development.

Matthew specialises in economic impact analysis, tourism satellite accounts, demand forecasting, and investment and feasibility assessments. His work spans the wider travel and tourism economy, with particular expertise in the cruise, aviation, accommodation, attractions, travel technology, and events sectors. He supports clients in evaluating the economic contribution of tourism, major developments, visitor assets, and events to inform policy, investment, and long-term strategic planning.



Peng Yang

Doctoral Researcher at UEF Business School

Doctoral Researcher at the UEF Business School and Hotel Manager at Haawe AHÖY. Working and Entrepreneurship in Finland's tourism sector since 2015, his background bridges hands-on experience with cutting-edge academic research in destination marketing and management.