Measuring the attractiveness of European cities as tourism destinations

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SUMMARY

• Motivation
• Theoretical background
• Indicator philosophy & construction
• Pilot
• Link
MOTIVATION

- City tourism market = demand driven
- Cities’ attractiveness drives tourists in their decision making process
- Attractions = core of destinations’ competitiveness

DEFINING THE BENCHMARK
THEORETICAL BACKGROUND

• Supply-oriented

• Tourist = producer

• Tourism industry = \( \sum \) of relevant industries supplying goods and services

• Destination = location of production

THE LUGANO TOURISM INDICATOR
## LUGANO TOURISM INDICATOR

### First Seminar on Tourism and Competitiveness

**Bocconi University**

**Milan, June 22ND 2006**

### LTI'S INPUT DEFINITION

**STAGES**

<table>
<thead>
<tr>
<th>Get There</th>
<th>Stay There</th>
<th>Live There</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday start-up activities</td>
<td>Basic holiday needs</td>
<td>Secondary holiday needs</td>
</tr>
</tbody>
</table>

**INDUSTRY**

(Source: UNWTO Satellite Account)

**RESOURCES**

- Formal tourism sources, other tourism sources, hearsay.
- Air-, road-, rail- and water transport; public and private means; inter- and extra-urban.
- Tourism accommodation, second houses, F&R.
- Food- & beverage-serving services, food stores, second house, F&R.
- Attractions.
- Other tourism specific products and services.

- Formal tourism sources.
- Extra-urban public transport.
- Tourism accommodation.
- Food- & beverage-serving services.
- Cultural and Architectural attractions.
- Shopping facilities, dance industry services, events services, tourist information services.

- DMOs website.
- Air transport.
- Hotels.
- Restaurants.
- UNESCO Heritage sites, contemporary architecture famous buildings.
- Shopping malls and open-air markets, bars, cafés and discotheques, mega- and minor- events, city cards.

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**GET THERE**

- Shopping malls and open-air markets, bars, cafés and discotheques, mega- and minor- events, city cards.

**STAY THERE**

- Food- & beverage-serving services, food stores, second house, F&R.

**LIVE THERE**

- Attractions.
- Other tourism specific products and services.

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LUGANO TOURISM INDICATOR (2)

- Main output = cities’ ranking

- Competitive factors
  - get, stay and live there

- Market
  - weight system
PILOT

- European continent
- 20 cities
- \( \approx 70 \) variables
- Yearly data collection (2)
OUTPUT – CITIES’ RANKING (2)

TRAVELLING STAGES

Get there • Stay there • Live there

0 70 140 210 280

Oslo
Stockholm
Athens
Prague
Budapest
Vienna
Zurich
Dublin
Amsterdam
Krakow
Lisbon
Brussels
Rome
Berlin
Sofia
Zagreb
Istanbul
Barcelona
London
Paris

Get there
Stay there
Live there

Get there • Stay there • Live there
OUTPUT – MANAGEMENT (1)

STAY THERE

![Graph showing tourism expert, high segment, and low segment trends across various cities like Budapest, Brussels, Stockholm, Oslo, Amsterdam, Vienna, Athens, Prague, Dublin, Zurich, Lisbon, Zagreb, Krakow, Rome, Sofia, Berlin, Istanbul, Barcelona, Paris, and London.]
LUGANO TOURISM INDICATOR

editorial
output/input/contact us

Have you already read the editorial?

The Lugano Tourism Indicator is a monitoring system, which renders a multi-dimensional measurement of cities’ attractiveness as tourist destinations.

The indicator provides a ranking of cities’ attractiveness overall or according to a specific travelling stage: get there, stay there and live there.

The Lugano Tourism Indicator can also be used as a strategic management tool, through the usage of weight sets specific for the management of products.

Attractiveness: cities’ attractiveness depends on the presence and performance of many attractive factors.

The Lugano Tourism Indicator is a supply oriented and multi-object model based on a model for decision making specific for urban tourism destinations.

The variables included represent only relevant tourism resources and products.
THANK YOU FOR THE ATTENTION!

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