

ECM Website Analytics

Development Proposal

Draft

November 13, 2012

Irem Önder
Karl Woeber

irem.onder@modul.ac.at
karl.woeber@modul.ac.at

Content and Objective

ECM Website Analytics is envisioned as a tool which captures web site traffic of ECM member's official web site for benchmarking purposes. The goal of this project is having an additional feature on TourMIS (protected area) for participating members that would enable the comparison of an ECM member's website performance with other members. This includes standardized definitions; real comparability, domain specific analyses and it will furthermore allow comparisons of online search behaviour information and actual tourism demand in the future.

Current Situation

Most of the tourism organizations are collecting website statistics with standard general purpose software tools, such as Google Analytics. However, the collected data needs to be understood by the managers in order to make use of them.

There are some issues involved in collecting website statistics. First, there is no standard for collecting Website data and each organization is collecting different types of information. As a result, the collected website statistics are not comparable among competitors and is used for website optimization by the IT department of the organizations. Second, the collected data from the websites have limited usefulness since there is no connection between these data and the business objectives of the tourism organization. For instance the results of the website analytics may indicate your organization's website is receiving one million visitors per day, however the consequences of this is not obvious to the tourism managers.

The important point here is to come up with the accurate and informative Key Performance Indicators to collect and measure the success of business objectives. In order to be able to do this, the managers need to know what is comparable and make sure that they do not compare apples with oranges.

ECM Website Analytics

ECM Website Analytics aims to provide a better solution to the tourism industry than the general-purpose programs that are currently available. In the first step, the system is designed to complement rather than replace running web analytics systems by providing useful and industry specific information, which is comparable and provides access to key performance indicators tailor-made for tourism organizations.

It only makes sense to celebrate one million visitors on your website if you can put the milestone into context. Benchmarking your own performance against your competition provides the opportunity to understand your performance. Is your competition seeing the same growth, is it a general phenomenon, are your growth rates superior to other's or could it be that these results reflect more on the data collected than performance achieved? ECM

Website Analytics offers managers a tool that tackles the existing lack of comparability and standardized definitions among existing systems.

With ECM Website Analytics you will be able to:

- Benchmark your City Tourist Website against those of your competitors
- Own and retrieve comparable data
- Gain knowledge and understand your own organization's performance
- Develop strategies for continuous improvement
- Use it as a tool for increasing one's own effectiveness
- Identify and learn from the best of your industry
- Create real insights by first establishing the context

ECM Website Analytics provides even more. It is a vision that is designed and stemmed from the tourism industry with the aim to create value for the tourism industry. The creative approach of combining data from the new system with existing management information systems such as TourMIS (www.tourmis.info) will offer much richer and relevant information than in the past. It is a strategic project that leads to competitive advantage by added knowledge and thus has the potential to become a cutting edge project of the Benchmark Group.

Timeline

The following indicates the major steps and developmental stages for the outlined work plan:

- Assumption: Contract signed by December 15, 2012
- Technical implementation phase April 2013
- Transfer the server from the current provider to MU Vienna April 2013
- Preparation of mock ups, tables and graphs April 2013
- Feedback and review June 2013
- Implementation of the changes, end of September 2013
- Feedback, review and adaptation (if necessary), ECM Autumn meeting 2013

Tender price

The price quoted below covers all costs associated with the work as outlined above. Rights on the specifically developed software applications are transferred to the client.

Detailed price calculation:

1. Development of ECM Website Analytics procedures, tables and graphs	€12.000
2. Server set up and back up, SQL database,	€6.000
3. Technical support and maintenance for 2013-2014	€3.000
	€21.000

The annual maintenance fee for the following years will be €2.000 per year. The price does not include participating at meetings outside of regular ECM meetings.

The data collected for the project can be used for research and published in journals as well as for improving the system.

The payment terms are as follows:

- 30% - on commissioning
- 40% - following the submission of the prototype of the new system features and its approval by the Benchmark Group
- 30% - the final payment is made after completion of all workpackages.

This quote remains valid until June 30, 2013.