

INCOMING AUSTRIA

Country and people¹

Capital	Vienna (1.7 m inhabitants)
Area	83,870 km ²
Inhabitants	8.7 million (2016) / (growth rate 0.5%)
Mean age	43.8 years (2016)
Economy	GDP per capita: 39,872 Euro (GDP – real growth rate +1.5% 2016)*
Unemployment rate	5.7% (2016 est)
Inflation rate	1.9% (2016 est) * Forecast
Gini coefficient	0.26 / rank 9 (OECD average 0.31)

GENERAL TRAVEL BEHAVIOUR

Percentage of overnight stays domestic in accommodation establishments ²

■ Austria: 29% domestic / 71% non-resident

■ Intensity of travel abroad: 194.8% (resident population from 15 years on)
= 1,9 trips per person

Destinations of trips abroad in 2016

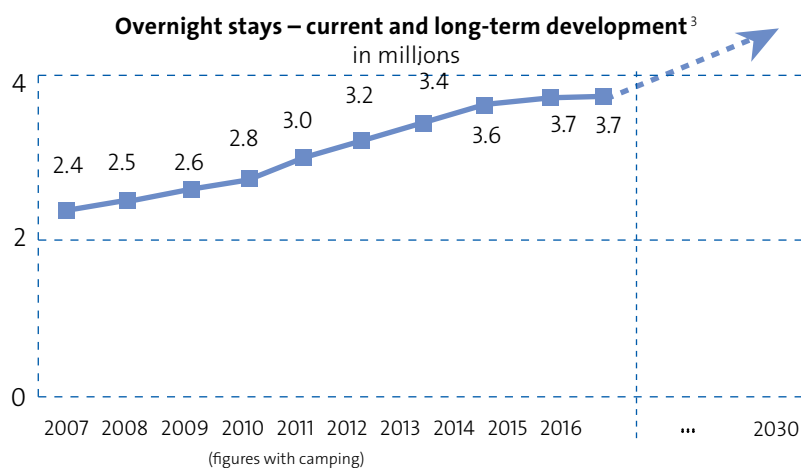
rank 1 – Italy

rank 2 – Germany

rank 3 – Croatia

rank 4 – Spain with 5% (5%)

DESTINATION GERMANY



- Year 2016: 1,818,872 arrivals from Austria / 3,739,240 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +56.7%; growth 2015–2016: +2.0%; average annual rate of change 2007–2016: +5.5%
- Total sales turnover for incoming trips: round 1.9 billion Euro (2016)
- DZT forecast until 2030: 6.0 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

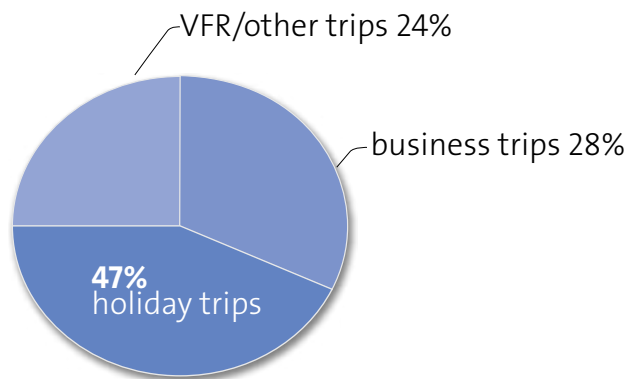
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Bavaria with 39.2% of all overnight stays	rank 1: Berlin with 364,326 overnight stays
rank 2: Baden-Württemberg with 13.6% of all overnight stays	rank 2: Munich with 362,968 overnight stays
rank 3: Berlin with 9.7% of all overnight stays	rank 3: Hamburg with 252,397 overnight stays
rank 4: North Rhine-Westphalia with 8.4% of all overnight stays	rank 4: Frankfurt with 92,508 overnight stays

Purpose of all incoming trips

- 47% holiday trips, ■ 28% business trips, ■ 24% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 39% traditional business trips, 61% promotable business trips, of which: 72% conferences/congresses/seminars, 26% exhibits/trade fairs
- Holiday trips: 18% holidays in tourist regions, 8% touring holidays, 48% city holidays/visit of an event

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 80% of all holiday trips are booked in advance; 66% online booking
- 59% car, 22% plane, 11% train, 5% coach
- 87% accommodation paid for (55% hotel)



Overall satisfaction in Germany⁴

- Complete satisfaction → 1.77
- Recommendation → 1.79 (ratings above average)
- Gastronomy → 1.94 (ratings above average)

Satisfaction of destination

- hospitality → 1.82 (ratings above average)
- Public transportation → 1.88 (ratings above average)
- The categories “parks/greenery” and “opening hours” have also received good ratings

Scale: 1 = “highly enthusiastic”; 6 = “rather disappointed”

CONTACT

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REFERENCE

World Travel Monitor 2016, IPK International; also:

- 1 www.cia.gov, www.gtai.de
- 2 Eurostat 2017
- 3 German Federal Statistics Office 2008-2017 / German State Offices 2017
- 4 DZT Qualitätsmonitor May 2015 - December 2016

Supported by:



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