

INCOMING AUSTRIA

Country and people¹

Capital	Vienna (1.7 m inhabitants)
Area	83,870 km ²
Inhabitants	8.9 million (2018) / (growth rate 0.5%)
Mean age	44 years (2017)
Economy	GDP per capita: 44,713 Euro (GDP – real growth rate +2.2% 2019)*
Unemployment rate	5.0% (2019 est)
Inflation rate	1.9% (2019 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: 201.5% (resident population from 15 years on)
= 2.0 trips per person

Destinations of trips abroad in 2017

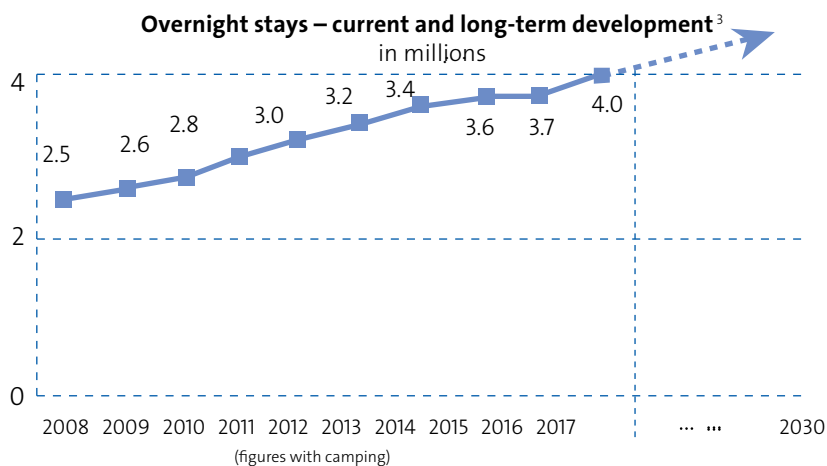
rank 1 – Germany

rank 2 – Italy

rank 3 – Croatia

rank 4 – Spain

DESTINATION GERMANY



- Year 2017: 1,976,314 arrivals from Austria / 4,006,658 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +61.4%; growth 2016–2017: +6.4%; average annual rate of change 2008–2017: +5.3%
- Total sales turnover for incoming trips: round 2.2 billion Euro (2017)
- DZT forecast until 2030: 6.0 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

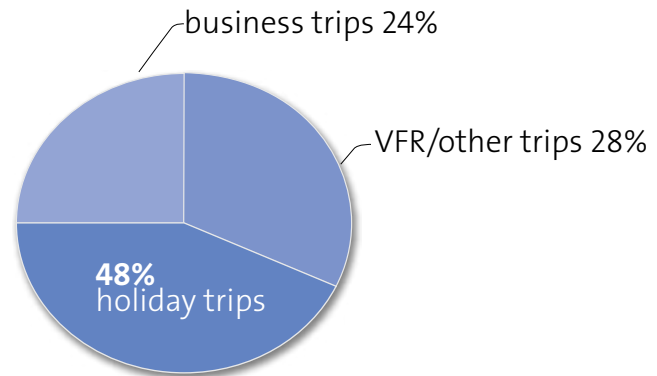
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Bavaria with 40.4% of all overnight stays	rank 1: Munich with 413,986 overnight stays
rank 2: Baden-Württemberg with 12.9% of all overnight stays	rank 2: Berlin with 363,702 overnight stays
rank 3: Berlin with 9.1% of all overnight stays	rank 3: Hamburg with 281,257 overnight stays
rank 4: North Rhine-Westphalia with 8.8% of all overnight stays	rank 4: Frankfurt with 91,003 overnight stays

Purpose of all incoming trips

- 48% holiday trips, 24% business trips, 28% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 48% traditional business trips, 52% promotable business trips, of which: 74% conferences/congresses/seminars, 22% exhibits/trade fairs, 4% incentive
- Holiday trips: 9% holidays in tourist regions, 11% touring holidays, 54% city holidays/visit of an event

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

- 82% of all holiday trips are booked in advance; 72% online booking
- 51% car, 24% plane, 16% train, 5% coach
- 85% accommodation paid for (63% hotel)



Overall satisfaction in Germany⁴

- Complete satisfaction → 1.78
- Recommendation → 1.81 (ratings above average)
- Gastronomy → 1.88 (ratings above average)

Satisfaction of destination

- hospitality → 1,84
- ambience/flair → 1,71 (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 2017, IPK International; also:

- 1 www.cia.gov, www.gtai.de
- 2 Eurostat 2018
- 3 German Federal Statistics Office 2009-2018 / German State Offices 2018
- 4 DZT Qualitätsmonitor May 2015 - October 2017

Supported by:

