

# Incoming Austria

## Country and people<sup>1</sup>

Capital	Vienna (1.7 m inhabitants)
Area	83,870 km <sup>2</sup>
Inhabitants	8.8 million (2018) (growth rate 0.4 %, 2018)
Mean age	44.2 years (2018)
Economy	GDP per capita: 44,903 Euro (2019) (GDP – real growth rate +1.5 %, 2019)*
Unemployment rate	4.7 % (2019 est)*
Inflation rate	1.8 % (2019 est)* *Forecast
Gini coefficient	0.28/rank 9 (OECD-average 0.318)

## General travel behaviour 2019

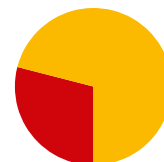
### »Destinations of trips abroad«

- rank 1 Germany
- rank 2 Italy
- rank 3 Croatia
- rank 4 Spain

### »Intensity of travel abroad«

**218.8 %**  
(resident population from 15 years on)  
**= 2.2 trips**  
per person

### »Percentage of overnight stays domestic in accommodation establishments<sup>2</sup>«



**Austria domestic 29 %**  
**Austria non-resident 71 %**

## Destination Germany

### »Year 2019«

2,115,910 arrivals from Austria  
4,339,568 overnight stays (camping included)

### »Volume of overnight stays«

increase 2010–2019 by +52.9 %;  
growth 2018–2019: +3.2 %;  
Ø average annual rate of change 2010–2019: +5.3 %

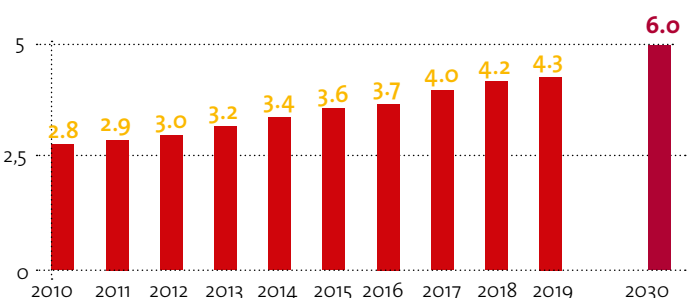
### »Total sales turnover for incoming trips«

round 2.2 billion Euro (2019)

### »DZT-forecast until 2030«

6.0 m overnight stays

### »Overnight stays — current and long-term development<sup>3</sup>« in millions



# Most popular destinations in 2019

## Federal states<sup>3</sup>

rank 1: Bavaria with 41.3 % of all overnight stays (o. s.)

rank 2: Baden-Württemberg with 13.0 % of all o. s.

rank 3: Berlin with 9.5 % of all o. s.

rank 4: North Rhine-Westphalia with 7.8 % of all o. s.

## Cities<sup>3</sup> (more than 100,000 inhabitants)

rank 1: Munich with 463,914 o. s.

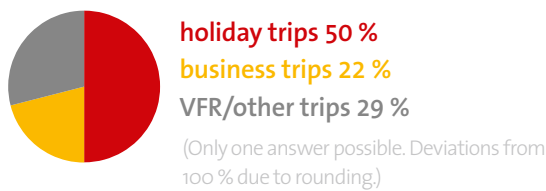
rank 2: Berlin with 411,622 o. s.

rank 3: Hamburg with 297,534 o. s.

rank 4: Frankfurt with 98,888 o. s.

## Purpose of all incoming trips

(2.1 million arrivals)



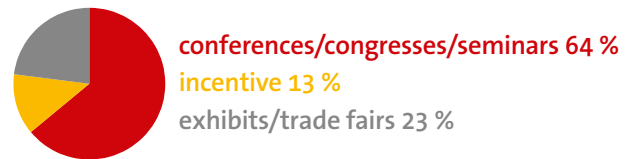
## Business trips



## Holiday trips

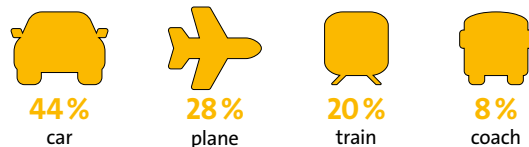


## Promotable business trips



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

- 92 % accommodation paid for (62 % hotel)
- 88 % of all trips are booked in advance
- 74 % online booking



## Overall satisfaction in Germany<sup>4</sup>

**complete satisfaction..... 1.75**  
**gastronomy..... 1.89**  
**opening hours..... 1.89**

The categories „revisitation“ and „recommendation“ have also received good ratings

## Satisfaction of destination


**1,65..... conditions of payment**  
**1,67..... ambience/flair**  
**1,75..... thermal baths & adventure pools**

The categories „shopping facilities“ and „parks/greenery“ have also received good ratings

Published by:

**German National Tourist Board (GNTB)**  
 Beethovenstraße 69  
 60325 Frankfurt/Main  
 www.germany.travel


Supported by:



Federal Ministry  
of Economics  
and Energy

on the basis of a decision  
by the German Bundestag

**Germany**  
The travel destination



Scale:  
1 »highly enthusiastic«  
6 »rather disappointed«