Tourism Trends 2009/10 in Austria
Development of key figures against the backdrop of the economic and financial crisis

UNWTO Committee on Statistics and TSA
Madrid, 27-28 January 2010

We are moving information

© STATISTICS AUSTRIA

Peter Laimer

Statistics Austria: Tourism and Travel Statistics

Surveys
- Accommodation capacity
- Arrivals & overnight stays
- Trips with overnight stay
- Same-day trips
- Accommodation in Austria
- Travel Behavior of Austrians

Accounts
- Travel Balance of Payments (TBoP)
- Tourism Satellite Accounts (TSA)
- International tourism receipts
- International tourism expenditure
- Value added
- Labour force
Overview

- Inbound and domestic tourism
- Travel behavior of the Austrians
- Tourism in the national economy

Inbound and domestic tourism 2009/10*)

### January - October 2010

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Non-residents</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nights spent in Mn.</td>
<td>111.46 (+0.8%)</td>
<td>80.34 (+0.4%)</td>
<td>31.12 (+1.9%)</td>
</tr>
<tr>
<td>Arrivals (in Mn.)</td>
<td>29.23 (+3.5%)</td>
<td>19.33 (+3.3%)</td>
<td>9.90 (+3.9%)</td>
</tr>
</tbody>
</table>

### Summer season 2010 (May – October 2010)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Non-residents</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nights spent in Mn.</td>
<td>62.47 (+1.3%)</td>
<td>42.30 (+1.2%)</td>
<td>20.17 (+1.5%)</td>
</tr>
<tr>
<td>Arrivals (in Mn.)</td>
<td>17.91 (+3.9%)</td>
<td>11.34 (+4.3%)</td>
<td>6.57 (+3.3%)</td>
</tr>
</tbody>
</table>

### Winter season 2009/10 (November 2009 - April 2010)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Non-residents</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nights spent in Mn.</td>
<td>62.67 (-0.4%)</td>
<td>47.83 (-1.1%)</td>
<td>14.84 (+2.1%)</td>
</tr>
<tr>
<td>Arrivals (in Mn.)</td>
<td>15.37 (+1.6%)</td>
<td>10.62 (+0.6%)</td>
<td>4.75 (+4.0%)</td>
</tr>
</tbody>
</table>

*) Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).
Internal tourism by seasons 1959 - 2010*)

* Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).

Inbound and domestic tourism by winter season 1958/59 – 2009/10

* Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).
Inbound and domestic tourism by summer season 1959 - 2010*)

1980: 61.2 mn
2010: 42.3 mn
2010: 20.2 mn

*) Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).

Travel behavior of the Austrians:
Travel intensity*) 1969 - 2009 (in %)

2009: 59.3%
2006: 62.8%
1969: 27.5%

*) Source: Statistics Austria; quarterly (yearly) sample surveys (CATI) of the Austrian population aged 15 years and over. Share of persons on overall population with at least one holiday trips with at least 4 overnight stays.
Travel behavior by the Austrians: Holiday trips by destination*) 1969 - 2009 (in %)

* Source: Statistics Austria; quarterly sample surveys (CATI) of the Austrian population aged 15 years and over.
Holiday trips with at least 4 overnight stays.

![Bar chart showing the percentage of domestic and abroad trips from 1969 to 2009.]

Travel behavior by the Austrians: Holiday trips by destination in summer 2009 (in %)

* Source: Statistics Austria; quarterly sample surveys (CATI) of the Austrian population aged 15 years and over.
Holiday trips with at least 4 overnight stays.

![Pie chart showing the distribution of holiday trips by destination in summer 2009. Austria: 47.6%, Italy: 12.0%, Greece: 6.0%, Germany: 5.0%, Croatia: 7.8%, Spain: 3.8%, Turkey: 2.6%, Hungary: 2.3%, Other: 12.2%.]
Tourism in the national economy:
Tourism consumption 2000 - 2010*)


2008: 16 512 mn.
2010: 14 018 mn.
2010: 15 360 mn.

Tourism in the national economy:
Tourism as % of GDP 2000 - 2009*)


2001-2004: 5.4%
2001-2004: 5.0%
2009: 4.9%
2009: 5.3%
Conclusions

- **Domestic tourism** still showing an increasing trend, new record marks;
- **Less German tourists**, but still the most important guests;
- **Winter season** 2009/10 only with a slight decrease related nights, but a record mark related arrivals;
- **Summer season** 2010 with the highest overnights since 1995, and a record mark related arrivals; urban tourism is recovering;
- **Holiday trips** still popular, in particular short-term trips in Austria; decreasing prices (i.e. packages, fuel);
- **Near destinations** popular, long-distance holidays less frequent;
- Trend towards **non-rental accommodation** (i.e. VFR, 2nd homes);
- **International tourism receipts** decreasing, international tourism expenditure remain rather stable in 2009;

...so far, Austrian tourism less concerned by the economic/financial crisis than expected!

Visit us on

www.statistik.at

Contact:

Peter Laimer
Tel: +43 (1) 711 28 - 7849
e-mail: peter.laimer@statistik.gv.at

Jürgen Weiß
Tel: +43 (1) 711 28 - 7974
e-mail: juergen.weiss@statistik.gv.at