

Peter Laimer

# Tourism Trends 2009/10 in Austria

Development of key figures against the backdrop of the economic and financial crisis

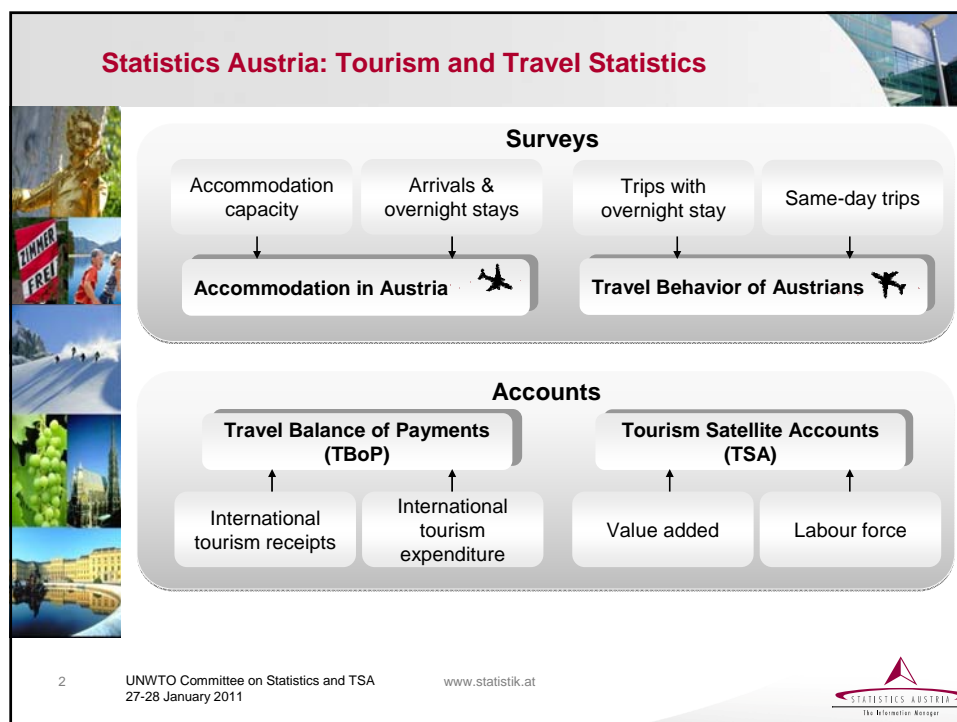
UNWTO Committee on Statistics and TSA  
Madrid, 27-28 January 2010

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## Overview


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

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## Inbound and domestic tourism 2009/10\*)



- January - October 2010

Number of	Total	Non-residents	Residents
Nights spent in Mn. (+/- in %)	111.46 (+0.8%)	80.34 (+0.4%)	31.12 (+1.9%)
Arrivals (in Mn.)	29.23 (+3.5%)	19.33 (+3.3%)	9.90 (+3.9%)

- Summer season 2010 (May – October 2010)

Number of	Total	Non-residents	Residents
Nights spent in Mn. (+/- in %)	62.47 (+1.3%)	42.30 (+1.2%)	20.17 (+1.5%)
Arrivals (in Mn.)	17.91 (+3.9%)	11.34 (+4.3%)	6.57 (+3.3%)


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

Number of	Total	Non-residents	Residents
Nights spent in Mn. (+/- in %)	62.67 (-0.4%)	47.83 (-1.1%)	14.84 (+2.1%)
Arrivals (in Mn.)	15.37 (+1.6%)	10.62 (+0.6%)	4.75 (+4.0%)

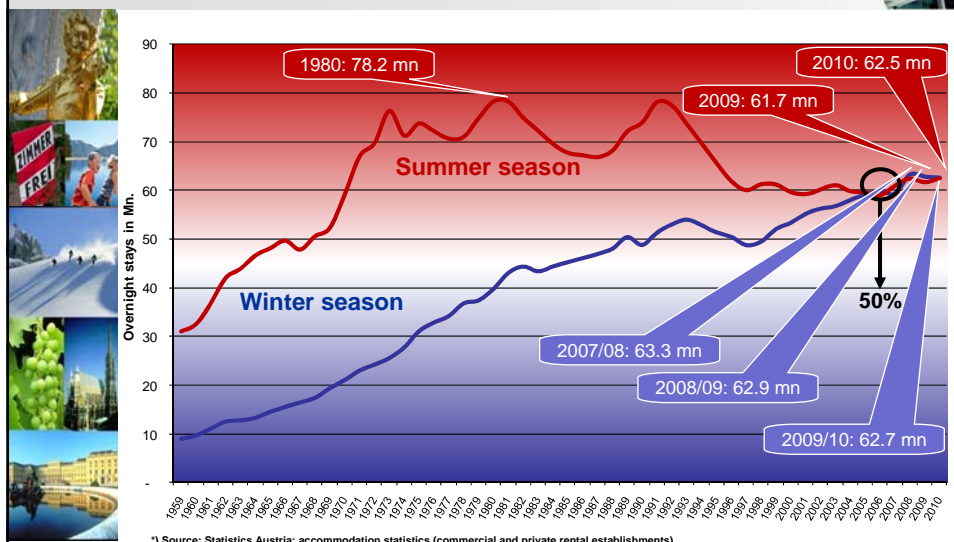
\*) Source: Statistics Austria; accommodation statistics (commercial and private rental establishments).

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## Internal tourism by seasons 1959 - 2010\*)



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

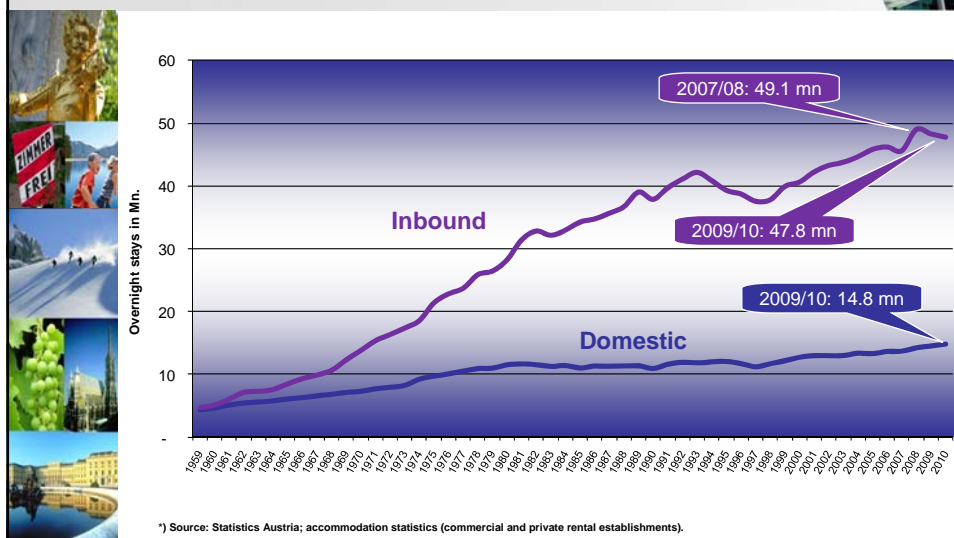
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## Inbound and domestic tourism by winter season 1958/59 – 2009/10



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

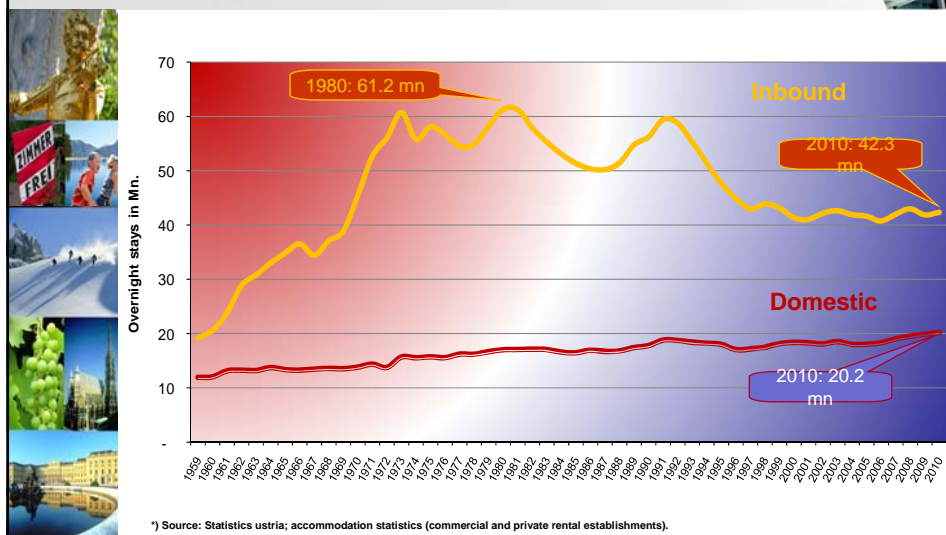
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## Inbound and domestic tourism by summer season 1959 - 2010\*)



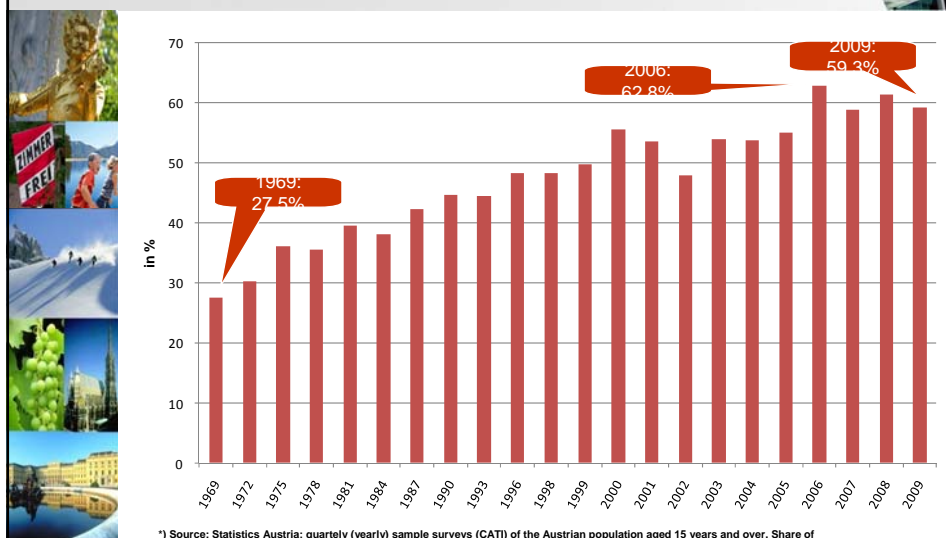
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## Travel behavior of the Austrians: Travel intensity\*) 1969 - 2009 (in %)



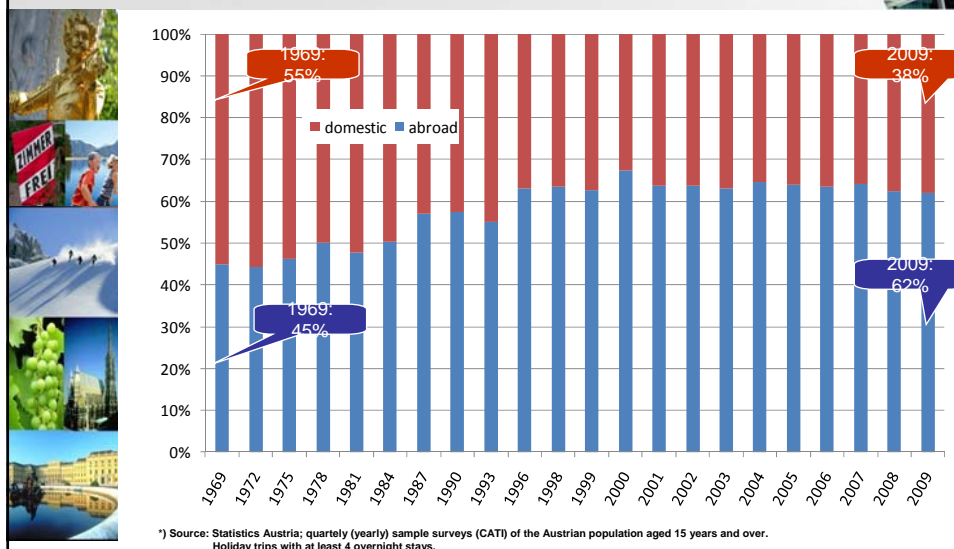
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## Travel behavior by the Austrians: Holiday trips by destination\*) 1969 - 2009 (in %)



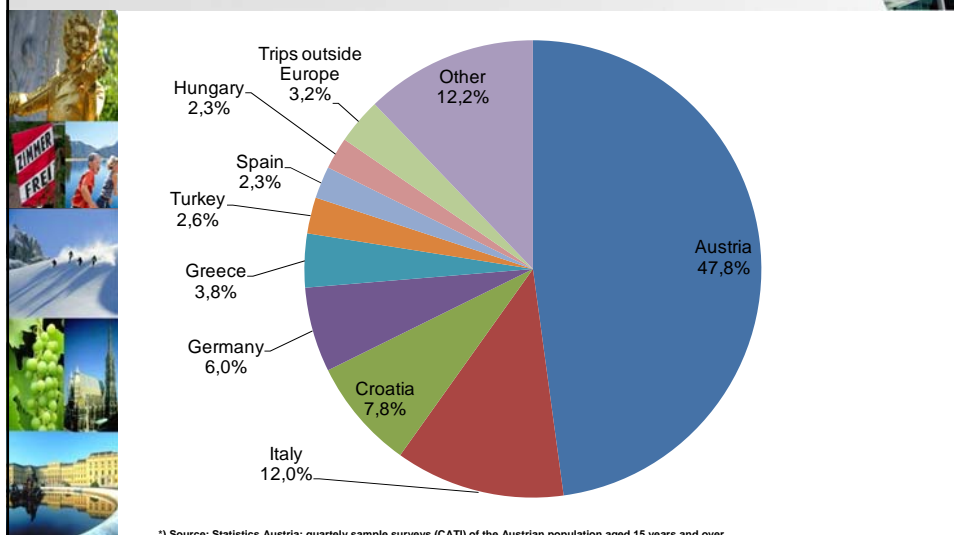
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## Travel behavior by the Austrians: Holiday trips by destination in summer 2009 (in %)



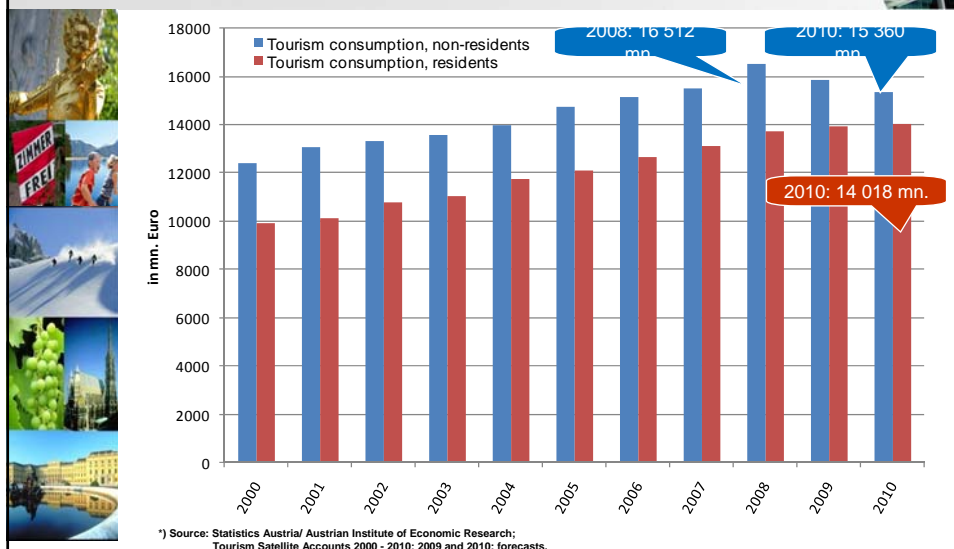
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## Tourism in the national economy: Tourism consumption 2000 - 2010\*)



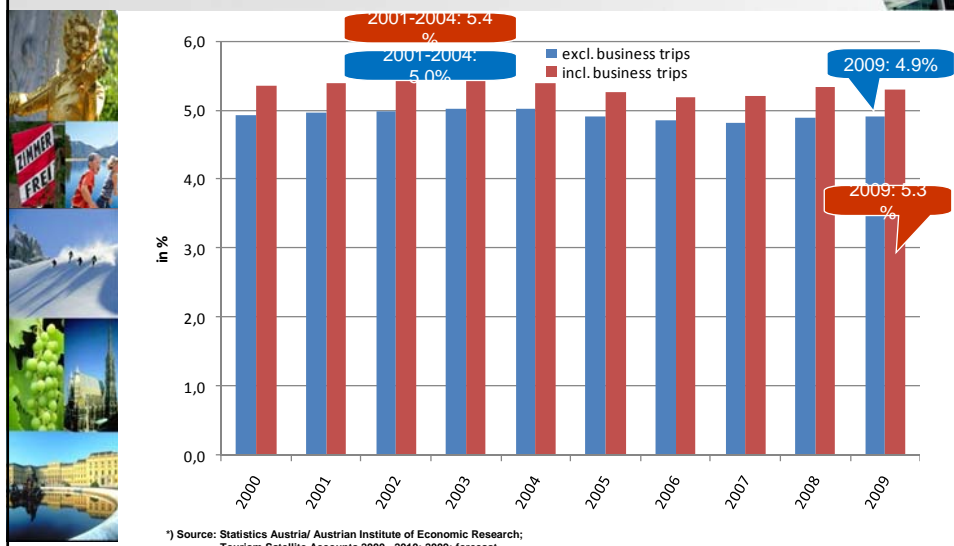
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## Tourism in the national economy: Tourism as % of GDP 2000 - 2009\*)



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## 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, 2<sup>nd</sup> 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!

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