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UNWTO Committee on  
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## Tourism developments in Austria

Structural changes in regard to  
overnight tourism 1992 - 2012



## Outline



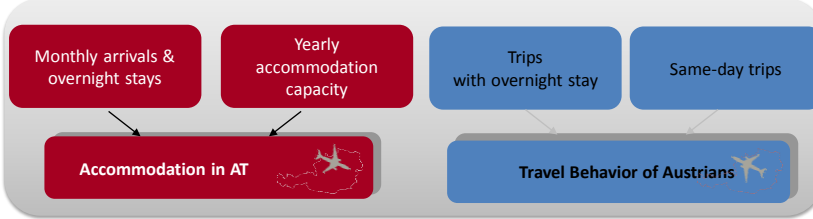
- Official Tourism & Travel Statistics at Statistics Austria
- Developments 1992-2012 in Austria by
  - markets
  - destination
  - kind of accommodation
- Conclusions



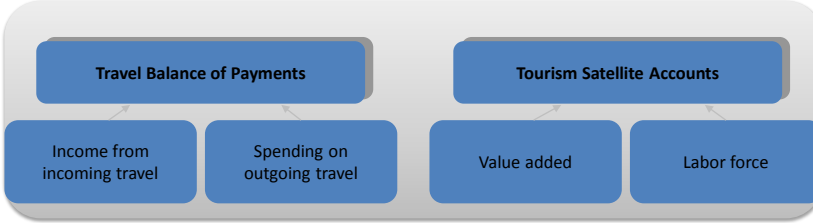
# Tourism & Travel Statistics STAT



## Primary Statistics



## Accounts



# Tourism & Travel Statistics



- 36 mill. arrivals
- 1 mill. beds
- 18 mill. private trips
- about 70 mill. same-day visits
- 131 mill. overnight stays
- 65 000 establishments
- 4 mill. business trips



## Tourism & Travel Statistics

### Main results 2012



- Without passenger transport: 14.7 bn. Euro
- Without passenger transport: 7.9 Mrd.
- 31.5 bn. Euro total expenditure
- 315 000 direct employed\*
- 17.0 bn. Euro tourism value added
- 255 000 direct FTE\*
- 5.5% of GDP
- 7% of total economy\*

\* Results 2011



# Developments 1992 - 2012

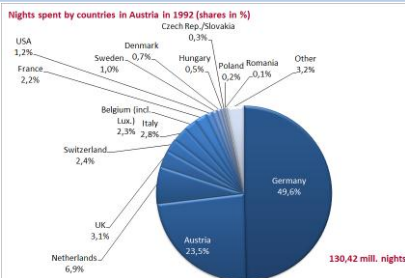
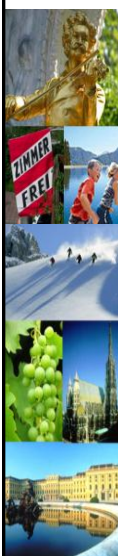
(based on data of accommodation statistics)



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## Markets in Austria 1992 and 2012

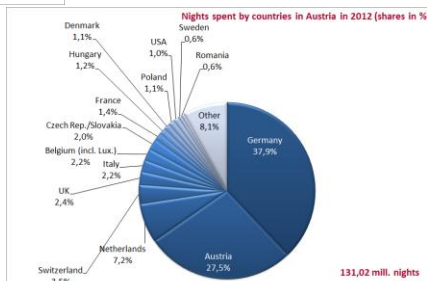


### 1992:

- Germany, Austria, Netherlands: 80.0% of total nights
- CEE-countries: 2.1% of total nights
- Asian countries: 0.6% of total nights

### 2012:

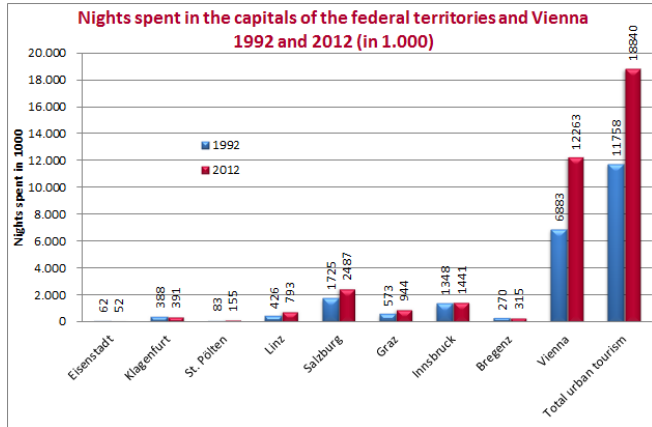
- Germany, Austria, Netherlands: 72.6% of total nights
- CEE-countries: 10.8% of total nights
- Asian countries: 1.9% of total nights



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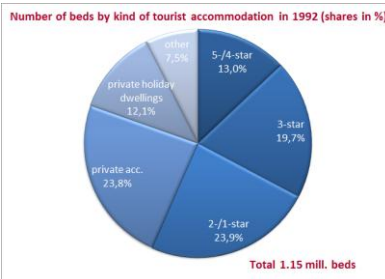
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# Urban tourism in Austria 1992 and 2012



- between 1992 and 2012 nights related to total urban tourism (8 capitals of the federal territories and Vienna) increased by 60.2% to 18.84 mill., total nights remained rather stable (about 130 mill)
- share of urban tourism related to total nights increased from 9.0% in 1992 to 14.4% in 2012
- in regard to nights spent Vienna, Salzburg and Innsbruck have been remained the most important cities (1992-2012: +78.2%, +44.1% and +6.9%) during the last 20 years
- between 1992 and 2012 country side tourism decreased by 5.5% to 112.18 mill. nights

# Bed capacities in tourists accommodation 1992 and 2012

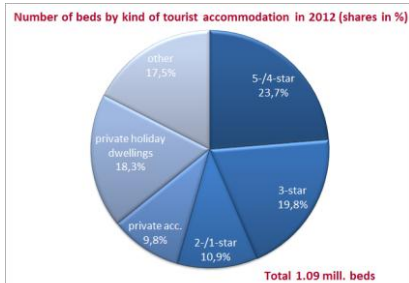


**1992:**

- 5-/4-star beds: 13.0% of total beds available
- 3-star beds: 19.7% of total beds available
- 2-/1-star beds: 23.9% of total beds available
- Beds in private rented accommodation: 35.9% of total beds available

**2012:**

- 5-/4-star beds: 23.7% of total beds available
- 3-star beds: 19.8% of total beds available
- 2-/1-star beds: 10.9% of total beds available
- Beds in private rented accommodation: 28.1% of total beds available



## Conclusions: 1992-2012



- **Better diversification of markets:**
  - **Domestic tourism** showing increasing and rather stable developments, new record mark in 2012
  - Less **German tourists** (1992-2012: -23.3%), but still the most important guests
  - **Other traditional markets** are loosing shares (UK, Italy, Belgium, France, USA, Sweden), some are facing increases (Netherlands, Switzerland, Denmark)
  - Guest nights from **CEE-countries** (in particular Russia) and **Asia** are continuously increasing
- **Urban tourism** has been facing a more prosperous development than country side tourism:
  - **Urban tourism** increased by 60%, country side tourism decreased by 6%
  - Share of urban tourism related to total tourism increased by 5.4%-points
  - Vienna – the capital of Austria – more than doubled its nights spent (+78%)
- **Quality of tourist accommodation** has been increasing:
  - The offer of bed capacities in **high quality hotels** has been increasing (in particular beds in 5-/4-star hotels; +10%-points)
  - Beds in rented private accommodation loosing importance, but they are still relevant (1992: 35.9%, 2012: 28.1% of total beds available)

...so far, Austrian overnight tourism seems to be less concerned by economic slowdowns although decreasing revenues occur!

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[http://www.statistik.at/web\\_en/statistics/tourism/accommodation/index.html](http://www.statistik.at/web_en/statistics/tourism/accommodation/index.html)

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