T-MONA. The innovative guest survey.

Petra Öhlböck
Austrian National Tourist Office
T-MONA. The Fieldwork.

- Fieldwork: Every 2 years
  - May 04 to April 05: 16,000 interviews
  - May 06 to April 07: 22,000 interviews
  - May 08 to April 09: ~ 22,000 interviews
  - And so on!

- Interviews:
  - Face-to-face
  - 30 minutes

- Respondents:
  - Leisure guests only
  - Minimum age: 14 years
  - At least one overnight stay
T-MONA. The Questionnaire.

- Sociodemographics
- Information search and booking
- Buying decision:
  - Motives
  - Criteria for choosing Austria
- Type of holiday
- Activities
- Satisfaction
- Image
- Expenditure: TSA conform categories!
- Additional questions for individual needs!
Source: Statistics Austria, Tourism Statistics

Quota Sample according to:
- Countries of origin
- Type of accommodation

### Hungarians in Austria, Winter 06/07

<table>
<thead>
<tr>
<th>Federal Province</th>
<th>Overnights</th>
<th>Share in %</th>
<th>Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burgenland</td>
<td>22,227</td>
<td>4%</td>
<td>10</td>
</tr>
<tr>
<td>Carinthia</td>
<td>75,760</td>
<td>15%</td>
<td>30</td>
</tr>
<tr>
<td>Lower Austria</td>
<td>43,853</td>
<td>9%</td>
<td>18</td>
</tr>
<tr>
<td>Salzburg</td>
<td>94,972</td>
<td>19%</td>
<td>38</td>
</tr>
<tr>
<td>Styria</td>
<td>97,851</td>
<td>20%</td>
<td>39</td>
</tr>
<tr>
<td>Tyrol</td>
<td>66,951</td>
<td>13%</td>
<td>27</td>
</tr>
<tr>
<td>Upper Austria</td>
<td>47,214</td>
<td>9%</td>
<td>20</td>
</tr>
<tr>
<td>Vienna</td>
<td>45,289</td>
<td>9%</td>
<td>18</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>6,100</td>
<td>1%</td>
<td>0</td>
</tr>
<tr>
<td><strong>Austria</strong></td>
<td><strong>500,217</strong></td>
<td><strong>100,00%</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>
T-MONA. The participants.

22,000 Interviews
(May 2006 to April 2007)

RTO 1
400 Int.

RTO 2
400 Int.

RTO 3
500 Int.

RTO 17
600 Int.

RTO 18
400 Int.

RTO 19
800 Int.

LTO 1
1200 Int.

LTO 2
1000 Int.

LTO 8
800 Int.

LTO 9
1800 Int.

Austrian National Tourist Office:
2,200 Interviews
• Uniform, standardized questionnaire!
• Interviews: One market research institute!
• Permanent plausibility checks of the data
• Advisory services for participating organisations:
  – Constitution of samples
  – Formulation of questions
  – Hotline for general/technical questions
  – Interpretation workshops
T-MONA. Goes international.

- Standardized Questionnaire
- Harmonised interviewing standards
- T-MONA database

BENCHMARKING
T-MONA. The database.

- Online database
- Interactive data processing:
  - Tables
  - Graphs
  - SWOT Analysis
  - Perceptual Maps
  - Etc.
- No special skills for data processing software needed
- Benchmarking!
T-MONA. The online system.
Thank you for your attention!

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