T-MONA.Tourism Monitoring Austria.

Petra Öhlböck (Austrian National Tourist Office)

T-MONA.The Survey.

- Fieldwork: Every 2 years
  - May 04 to April 05
  - May 06 to April 07
  - May 08 to April 09
  - 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 Sample.

- Quota Sample according to:
  - Countries of origin
  - Type of accommodation
- Source: Statistics Austria, Tourism Statistics

### 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>35</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>22</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>Austria</td>
<td>500,217</td>
<td>100,00%</td>
<td>200</td>
</tr>
</tbody>
</table>

Hungary in Austria, Winter 06/07

T-MONA. The participants.

22,000 Interviews
(May 2006 to April 2007)

- RTO 1 300 Int.
- RTO 2 200 Int.
- RTO 3 350 Int.
- RTO 17 400 Int.
- RTO 18 400 Int.
- RTO 19 250 Int.
- LTO 1 700 Int.
- LTO 2 850 Int.
- LTO 8 400 Int.
- LTO 9 1000 Int.

Austrian National Tourist Office:
2,200 Interviews
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!

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!
Choose the question

Benchmarking Options

Filter Options

Segmentation Options

Country

Type of expenditure

Average expenditure per capita and day
T-MONA. Quality Assurance.

- 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