Tourism statistics
Lower Austria

Doris Mayer
Department of economics and tourism
Government of Lower Austria

Lower Austria – Facts & Figures

- Austria’s largest province (19,174 km² = 23% of Austria)
- situated round Austria’s capital Vienna
- borders on the Czech Republic and Slovakia
- population: 1.6 million (20% of Austria)
- 573 municipalities
6 tourism regions

wine & fine dining  health & spa

diversity of landscape  cultural sights
Tourism structure

Department economics & tourism in the government

Federal Tourist board

Mostviertel region  Wienerwald region  Weinviertel region  Waldviertel region  Donau region  Wiener Alpen region

573 municipalities

The use of tourism statistics for Lower Austria
We use statistical data for...

- defining and measuring strategic goals
- marketing planning & measuring
- monthly analysis (regions, markets, categories of accommodation, occupancy,...)
- political support & decisions

Tourism strategy - Goals until 2010

Lower Austria wants to...

- achieve 7 million overnight stays until 2010
- double overnight stays from markets: Czech Republik, Slovakia, Hungary and Poland
- increase average rate of occupancy to 40%
- increase total revenue in tourism market: +10%
Different types of tourism

- 25% holiday tourism
- 50% business travel
- 25% health tourism

Development overnight stays
1997 - 2007
Rate of occupancy: summer season 57.10%, winter season 41.32%
Number of beds: 2300
Overnight stays 2007: 421,081

Countries of origin

- Austria: 65%
- Germany: 16%
- Others: 3%
- Hungary: 2%
- Netherlands: 2%
- Italy: 2%
- USA: 2%
Development of the Hungarian Market (number of arrivals)

The 100 most important tourism municipalities
Importance of tourism for economy of Lower Austria

- Share of GDP (gross domestic product): 4%
- Total revenue in tourism market: €1.2 billion
  - Revenue in overnight stays: €500 million
  - Revenue in day trips: €700 million

Source: TSA 2005

Tourism statistics…
...a very important planning and measuring instrument
...essential for our daily work!

Thank you for your attention!