WHERE MOUNTAIN PASTURES STIMUALTE THE SENSES.

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Today´s Presentation

• Role of the Alps in the Austrian tourism

• Historical perspective

• The Alpine summer: ups and downs

• Austria´s Alpine summer: best practice
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Importance of Alpine tourism

- Alpine region: 7.3 m. beds, 475 m. overnights
- 2008: more than 36 m. international arrivals
- Market share: 4%
- Less dynamic development than global industry since mid-1990’s
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Share of overnights 2009 (total 124.3 m.)

- Tyrol: 35%
- Salzburg: 19%
- Carinthia: 10%
- Styria: 9%
- Upper Austria: 5%
- Vienna: 8%
- Lower Austria: 5%
- Vorarlberg: 7%
- Burgenland: 2%
- Lower Austria: 5%

Source: Based on data from Statistics Austria
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Overnights per capita 2009

Source: Based on data from Statistics Austria
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Arrivals per capita 2009

Source: Based on data from Statistics Austria
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Overnights in the Alps, 2008 (excl. second homes)

- France: 25%
- Italy: 18%
- Austria: 31%
- Switzerland: 14%
- Germany: 9%
- Slovenia: 3%

Source: BAKBASEL 2010, p. 41. Overnights in hotels and similar accommodations (excl. second homes)
ROOM FOR FLIGHTS OF FANTASY.

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Josef Heinrich Darchinger;
Wirtschaftswunder: Germany after the War; 2008
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Development of Overnight Stays in the Alps, 1995 - 2008

Index, 1995 = 100
Source: BAKBASEL 2010
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Development of Overnights in Austria (mn.)

Based on data from Statistics Austria
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Reasons for choosing Austria:

• Scenery and nature: 73%
• Mountains: 53%

Source: T-MONA 2008
Revisions for choosing Austria:

- Fresh air, climate: 58%
- Peace and quiet: 40%

Source: T-MONA 2008
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Reasons for choosing Austria:

• Hiking: 37%
• Natural attractions: 34%

Source: T-MONA 2008
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Motive for summer holiday:

• Relaxation
• Hiking, active vacation
• Cycling, mountain biking

Source: T-MONA 2008
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Can you imagine visiting the Alps in the next three years?

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Percentage of all potential guests responding

[Source: Austrian National Tourist Office]
WHERE NATURE PUTS ON A SPECIAL SHOW FOR HIKERS.

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Serfaus Fiss Ladis

• Focus on families
• Quality for premium price
• Offer tailored to target groups
• Co-operation among industry players
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Grosses Walsertal

• Focus on natural resources, traditions
• Focus on brand
• Expanding horizons
• Sustainability
• Networks of cooperation
FREIRAUM FÜR GEDANKENFLÜGE.

DAS MUSS ÖSTERREICH SEIN.

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