

# Tourism statistics

## Lower Austria



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### Lower Austria – Facts & Figures



- Austria's largest province (19.174 km<sup>2</sup> = 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



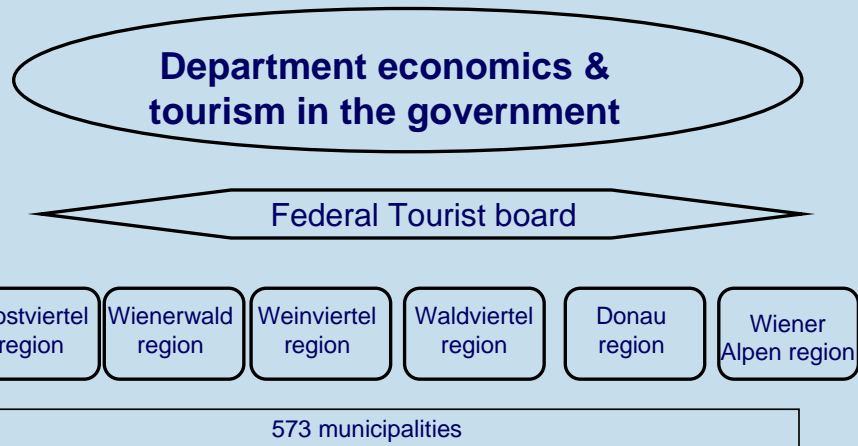
diversity of landscape



cultural sights



## Tourism structure



## 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 accomodation, occupancy,...)
- political support & decisions



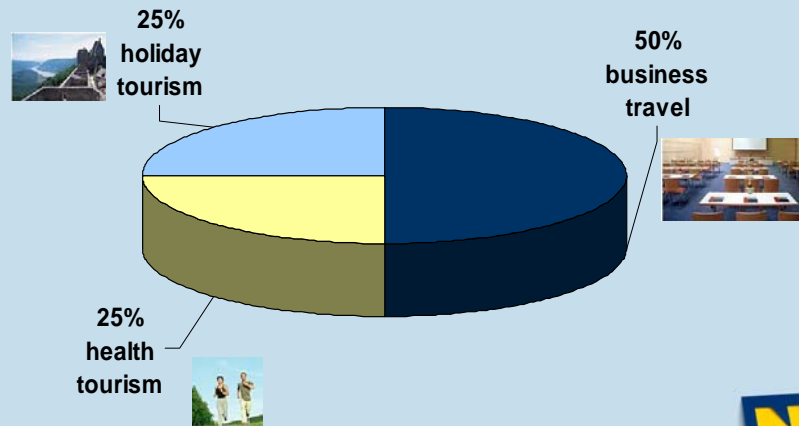
## **Tourism strategy - Goals until 2010**

Lower Austria wants to...

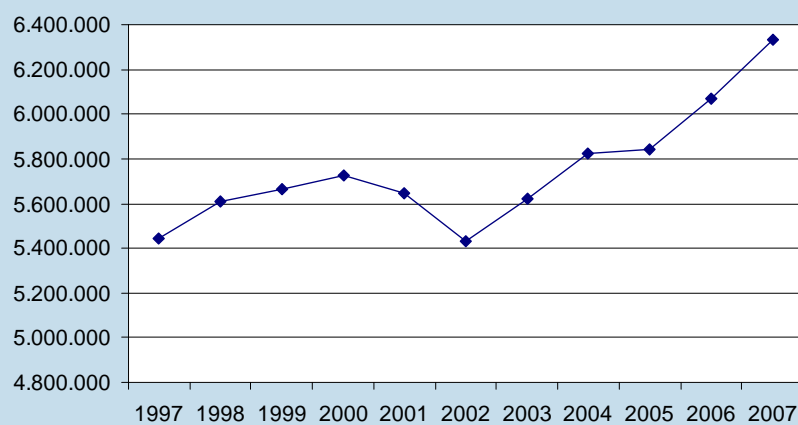
- achieve 7 million overnight stays until 2010
- double overnight stays from markets:  
Czech Republik, Slovakia, Hungary and Poland
- increase average rate of occupancy to 40%
- increase total revenue in tourism market : + 10%



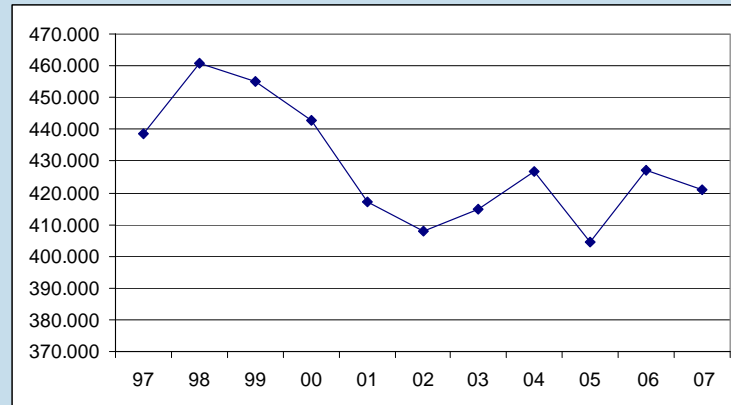
## Different types of tourism



## Development overnight stays 1997 - 2007



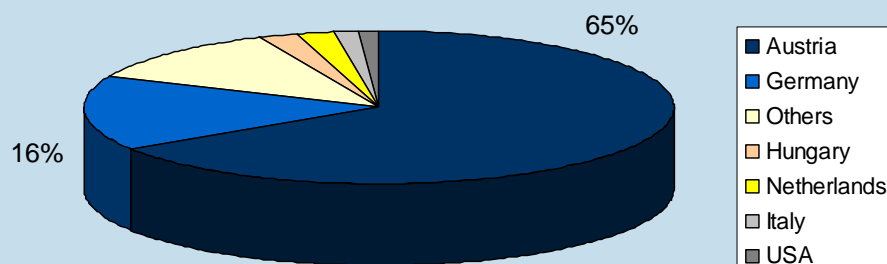
## Development overnight stays in the municipality Baden



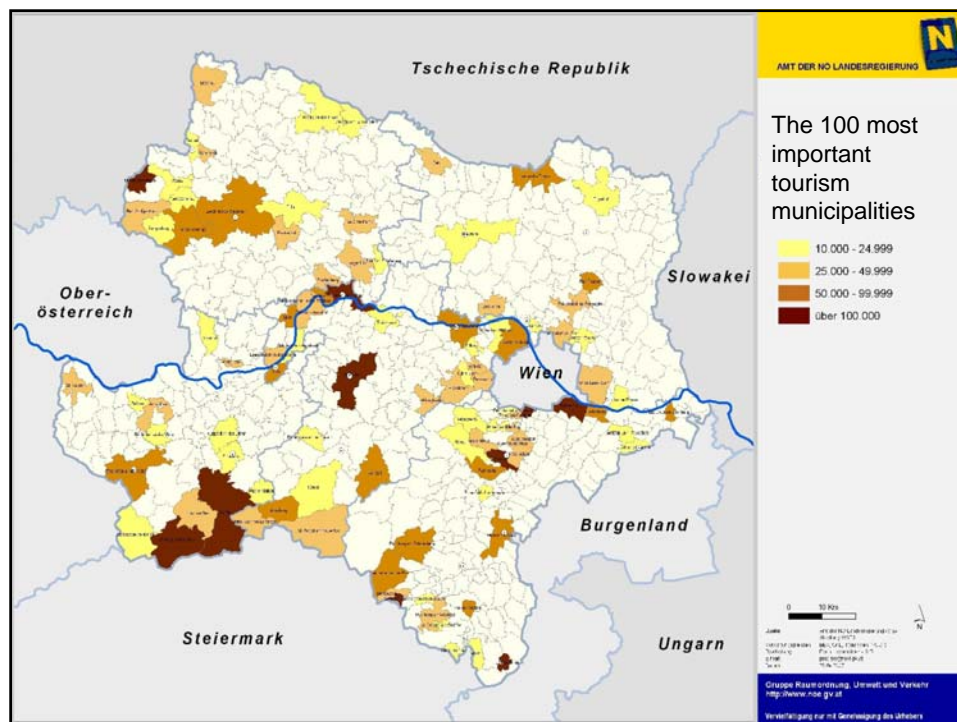
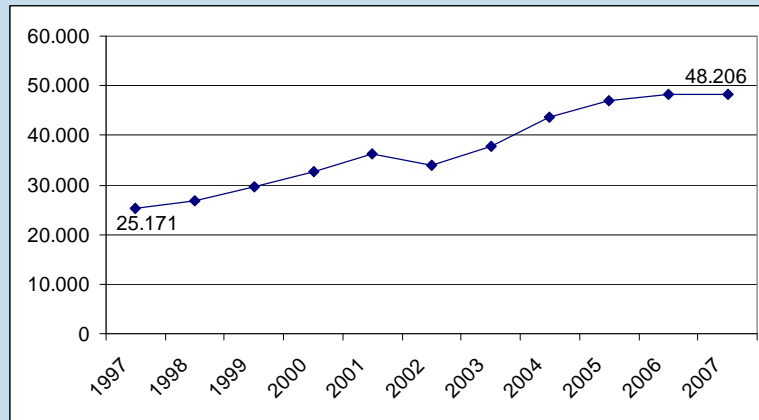
Rate of occupancy: summer season 57,10%, winter season 41,32%  
 Number of beds: 2300  
 Overnight stays 2007: 421.081



## Countries of origin



## Development of the Hungarian Market (number of arrivals)



## 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!

