The Viennese holiday guest

WHAT DRIVES OUR VISITOR'S BEHAVIOR?

VIENNA

NOW ◆ FOREVER

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GENERAL INFORMATION ON METHODOLOGY

The Tourism Monitor Austria (T-MonA) is a largely uniform questionnaire, used in all Austrian provinces and participating regions.

The population consists of tourists who have spent at least one night in Vienna. Business travelers were only interviewed if they spent at least one night in Vienna privately, before or after their business trip.

Survey period: November 2022 – October 2023

Sample size: n = 2,890

Survey type: Online

Weighting: Based on overnight stay statistics by country of origin & month

For this report, only interviews with visitors staying in paid accommodations were taken into account. The share of domestic and foreign guests in free accommodation is 6%.

The report is an extract of the main findings. For detailed results on individual questions, please contact WienTourismus, survey@wien.info. Due to the rounding and the possibility of multiple answers to some questions, percentage derivations may occur.

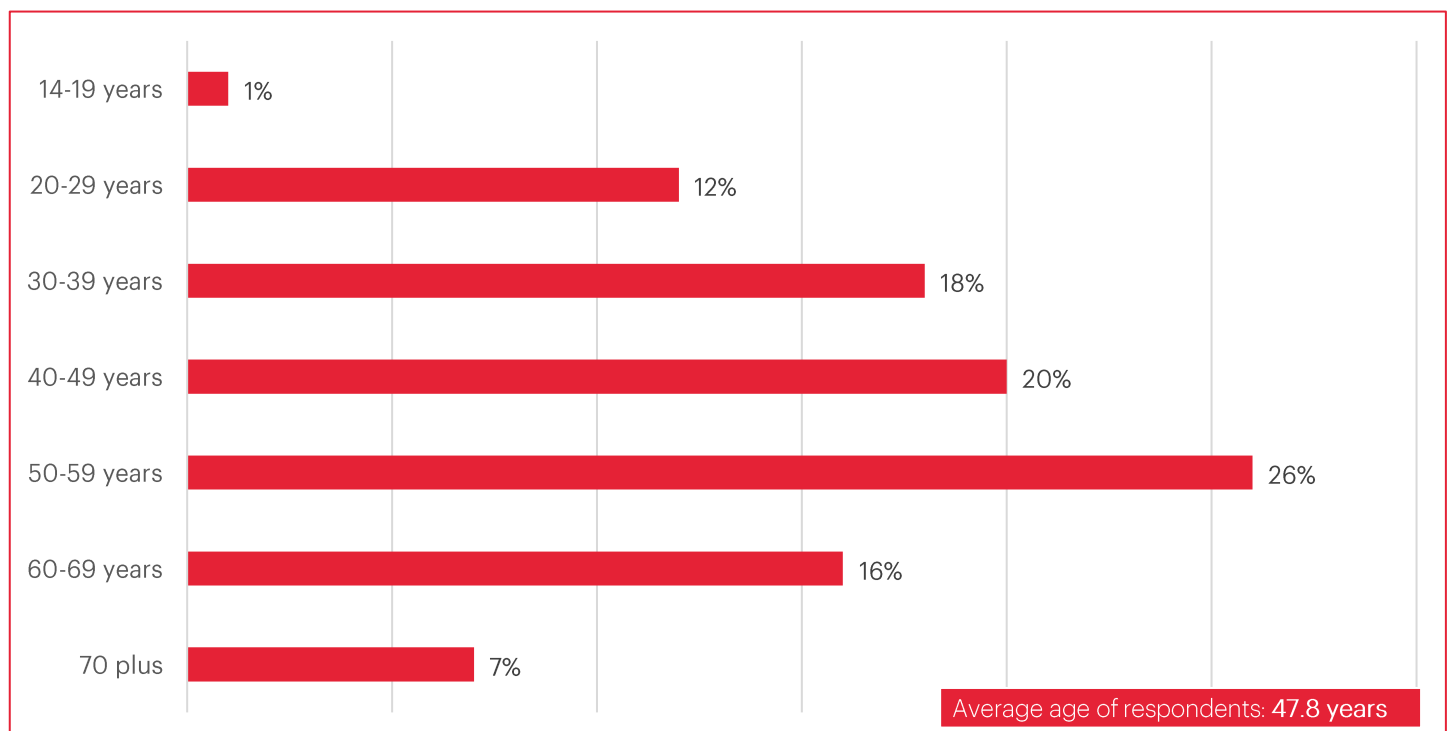*The original question can be found in (brackets).*

GUEST STRUCTURE: WHO ARE OUR GUESTS?

Age
(Question: How old are you?)

Age	Percentage
14-19 years	1%
20-29 years	12%
30-39 years	18%
40-49 years	20%
50-59 years	26%
60-69 years	16%
70 plus	7%

Average age of respondents: **47.8 years**

n = 2,840

Education

(Question: What is the highest level of education you have completed?)

Higher education institution / University	68%
High-school diploma / A-level etc.	18%
Apprenticeship / secondary school / mandatory schooling	14%
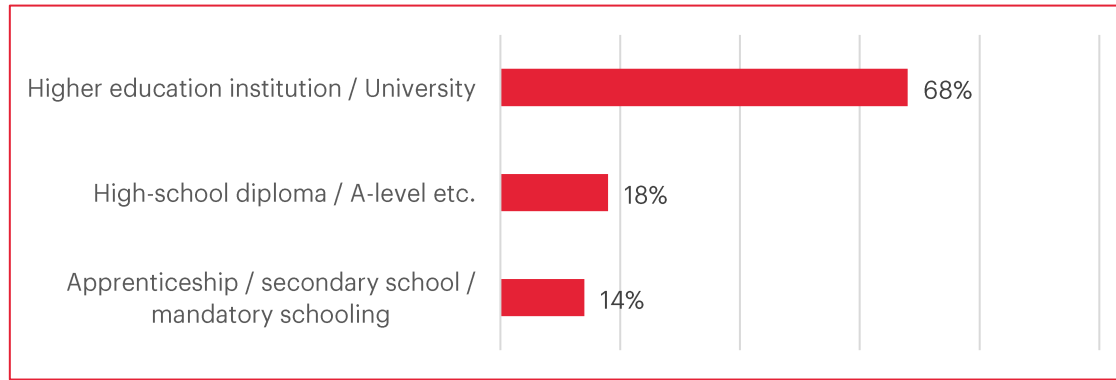
n = 2,809

Surrounding area

(Question: Where is your permanent residence based?)

City	43%
Urban environment	31%
Rural environment	26%
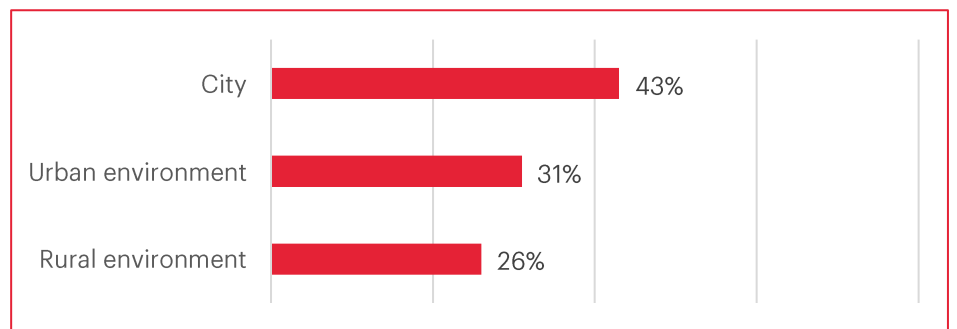
n = 2,871

TRAVEL BEHAVIOR: HOW ARE OUR GUESTS TRAVELING?

Travel companion

(Question: Who accompanied you on this trip?)

Partner	38%
Alone / unaccompanied	15%
Families with children	15%
Other family friends	12%
Friends	10%
Family with youngsters	5%
Couples with friends	3%
Organized groups / travel group	2%
Other	1%
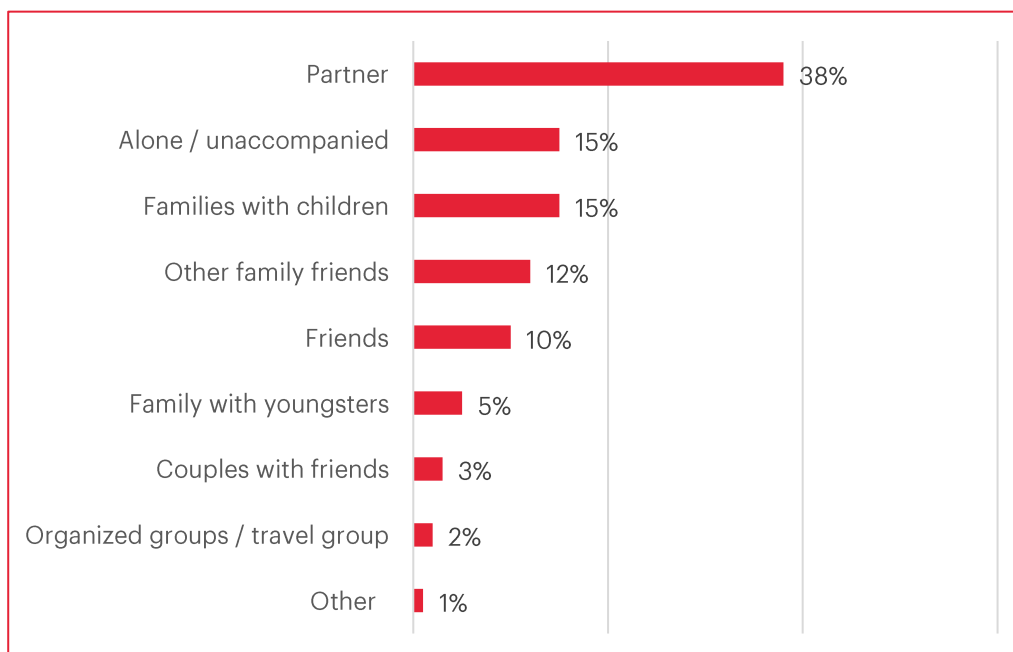
n = 2,890

Frequency of visit
(Question: How often do you go on holiday in…?)

Frequency of visit in Vienna

This was my 1st time there	47%
I'm here for the second time	22%
I go there occasionally	11%
I go there regularly	12%
I go there several times a year	9%
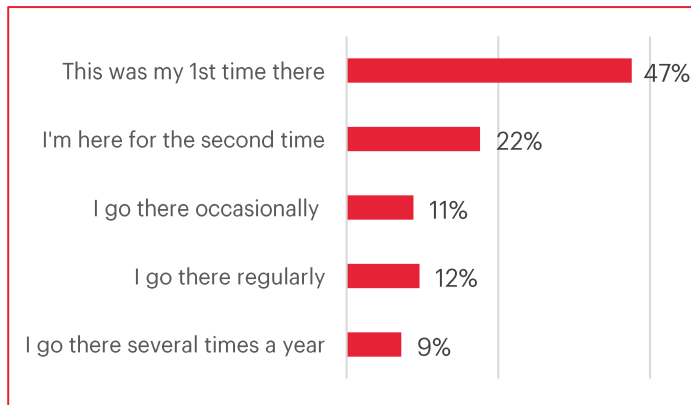
n = 2,870

Frequency of visit in Austria

This was my 1st time there	35%
I'm here for the second time	19%
I go there occasionally	14%
I go there regularly	15%
I go there several times a year	17%
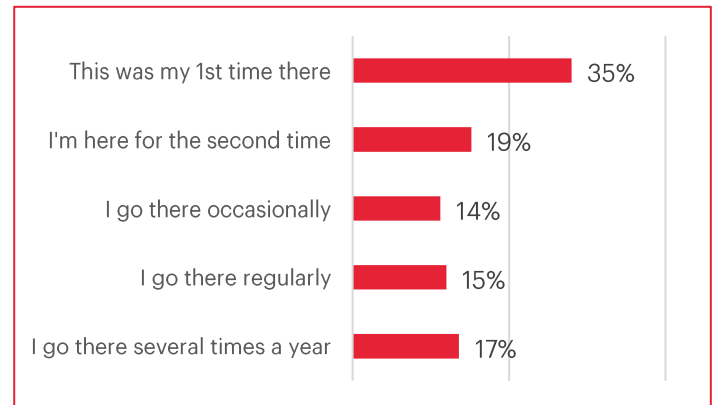
n = 2,866

TRAVEL PLANNING: HOW DO OUR GUESTS PLAN THEIR TRIP?

Information source
(Question: How did you hear about this holiday region for your visit?)

Internet (total)	40%
Search engine (Google etc.)	25%
Travel & booking portals	14%
Official website of the destination	13%
Referral	33%
Through previous visits	32%
Article in the media	22%
Travel agency / tour operator	17%
Publicity	12%
Other	20%
I don't know	5%

multiple selections possible

n = 2,890

Date of decision
(Question: How long before your arrival did you (or your travel companion) book the trip?)

Spontaneous to 1 week	10%
1-2 weeks	11%
2-4 weeks	20%
1-3 months	37%
4-6 months	14%
Longer than 6 months	5%
I don't know or nothing booked	4%

n = 2,870

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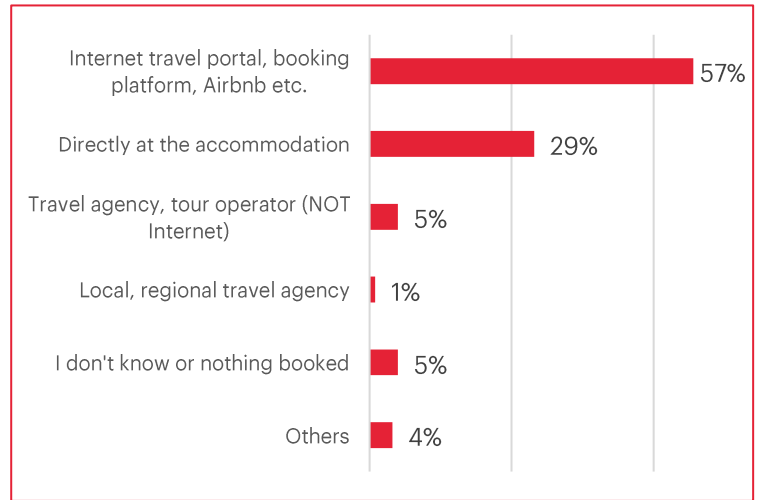**75% OF VISITORS SPECIFIED SIGHTS AND CULTURE AS THEIR REASONS FOR MAKING A TRIP TO VIENNA.**

(Question: Why did you choose this region as your holiday destination?)
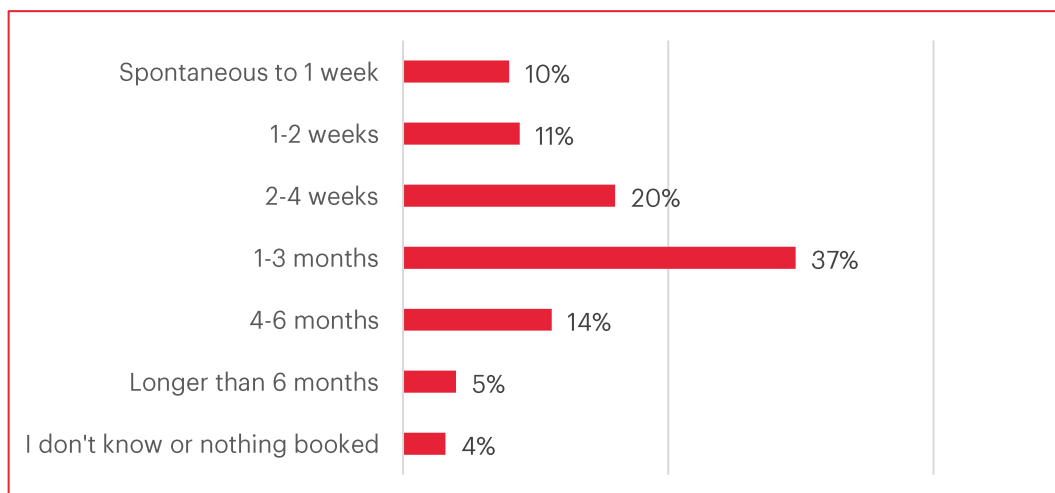
n = 2,890

Booking service

(Question: Where did you (or your travel companion) book your accommodation?)

Internet travel portal, booking platform, Airbnb etc.	57%
Directly at the accommodation	29%
Travel agency, tour operator (NOT Internet)	5%
Local, regional travel agency	1%
I don't know or nothing booked	5%
Others	4%

n = 2,789

Booking type

(Question: How did you (or your travel companion) book the accommodation?)

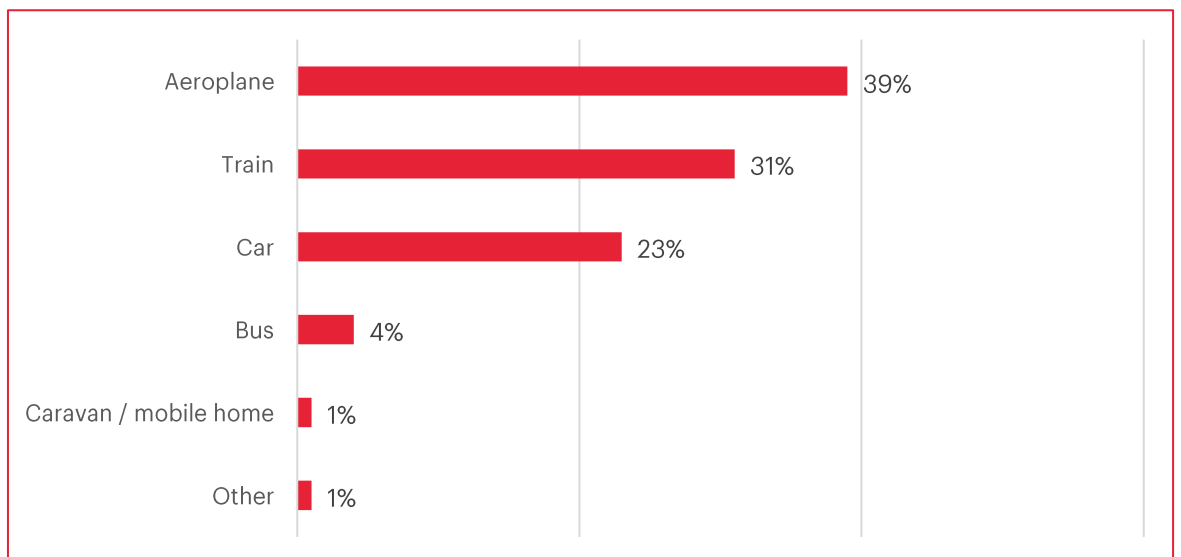|	
Online Booking (NOT E-Mail)	74%
E-Mail	13%
Telephone / letter / fax	4%
Personal (travela agency / on-site)	4%
I don't know or nothing booked	5%
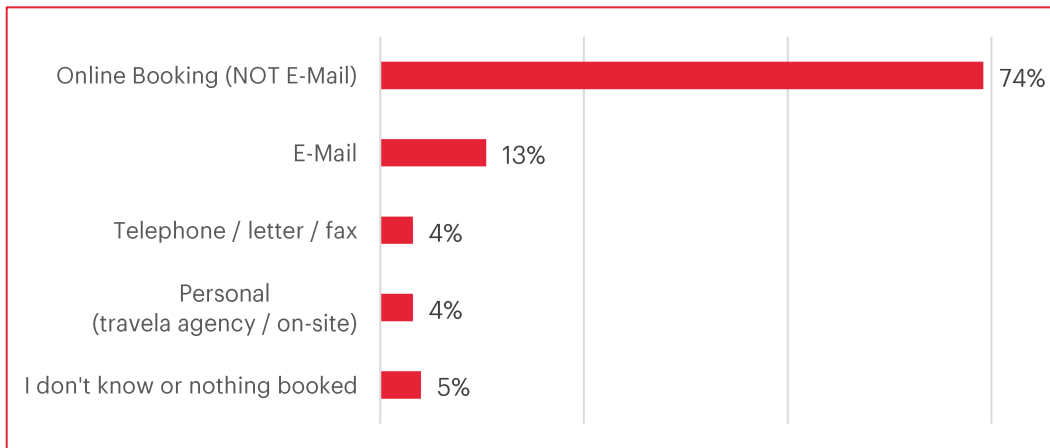
n = 2,805

HOLIDAY STAY: HOW DO OUR GUESTS EXPERIENCE THEIR STAY?

Arrival

(Question: What was the PRIMARY form of transport you used to reach your holiday destination?)

Aeroplane	39%
Train	31%
Car	23%
Bus	4%
Caravan / mobile home	1%
Other	1%

n = 2,885

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Accommodation
(Question: In which form of accommodation did you stay?)

Accommodation type	Percentage
Hotel / Pension / Inn / Hotel Garni	75%
Holiday apartment / -house	13%
Private quartier (less than 10 beds)	5%
Youth Hostel / Hostel	3%
Campsite	2%
Other	2%
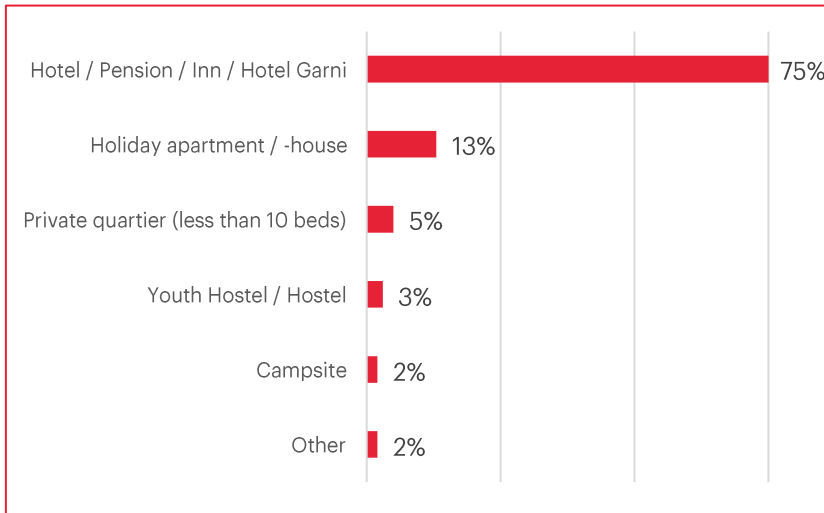
n = 2,890

(Question: How many overnights stays did you have during your trip?)

Ø Overnight stays in Vienna: 3.9 nights
Ø Overnight stays in Austria: 4.9 nights
Ø Overnight stays entire trip (Austria & international) incl. Vienna: 5.3 nights

19% OF GUESTS STAY OVERNIGHT IN MORE THAN ONE DESTINATION.

n = 2,886

Activities – Top 10
(Question: What did you do during your holiday?)

Activity	Percentage
Visiting sights	89%
Walking / strolling	76%
Going out for meals (outside of accommodation)	64%
Visiting museums / exhibitions	62%
Going to coffee shops	53%
Enjoying typical meals / drinks from the region	45%
Visiting (Advent) markets	35%
Shopping (not supermarkets)	34%
Attending culture events	27%
Attending music events	24%

multiple selections possible

n = 2,890

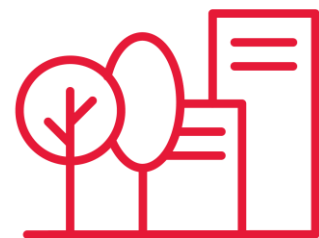## OTHER ACTIVITIES

22% (City) tours

18% Visiting leisure parks / leisure facilities / animal parks

18% Visiting natural attractions / national parks / nature parks

15% Sightseeing tours

13% Relaxing, doing nothing

12% Bars / clubs / nightlife

11% Boat trips

10% Excursions ourside of the holiday resort
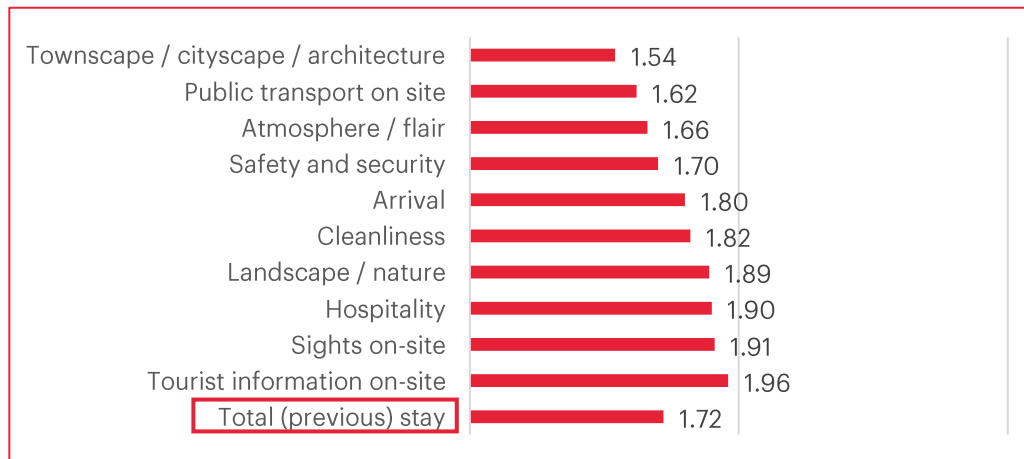
8% Activities relating to wine & winegrowers

n = 2,890

multiple selections possible

Total destination – Top 10

(Question: How satisfied were you with your holiday as regards…?)

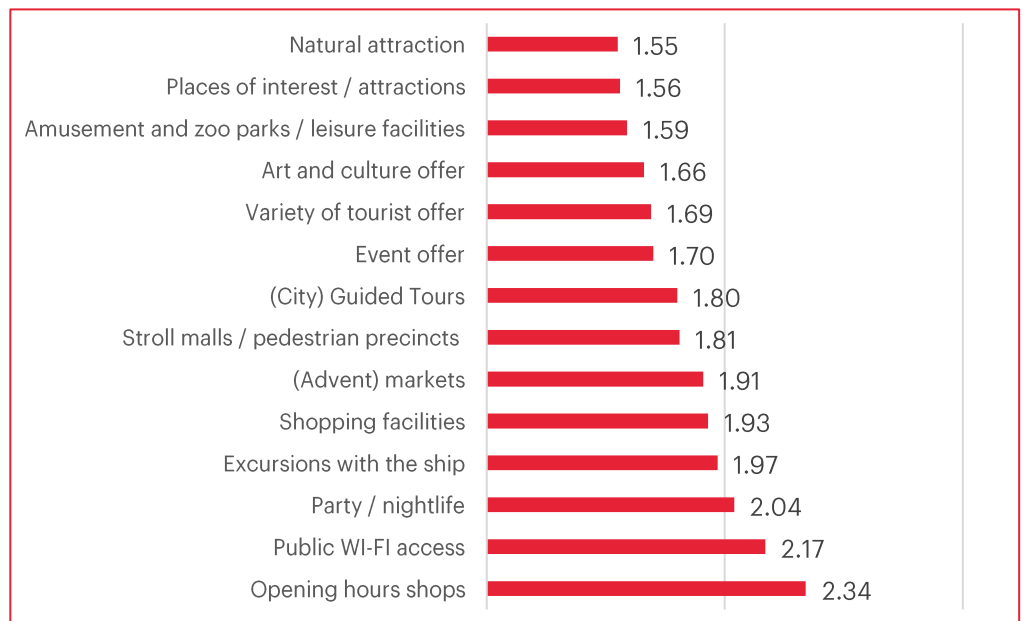|	
Townscape / cityscape / architecture	1.54
Public transport on site	1.62
Atmosphere / flair	1.66
Safety and security	1.70
Arrival	1.80
Cleanliness	1.82
Landscape / nature	1.89
Hospitality	1.90
Sights on-site	1.91
Tourist information on-site	1.96
Total (previous) stay	1.72

n = 2,015 – 2,875   Scale: 1 = extremely enthusiastic 6 = more disappointed

Further selected satisfaction ratings

(Question:
How likely is it that you would recommend staying in this holiday region to your friends, acquantances or collegues?)

9 OUT OF 10 VISITORS SURVEYED ARE (VERY) LIKELY TO RECOMMEND VIENNA AS A HOLIDAY DESTINATION.

Natural attraction	1.55
Places of interest / attractions	1.56
Amusement and zoo parks / leisure facilities	1.59
Art and culture offer	1.66
Variety of tourist offer	1.69
Event offer	1.70
(City) Guided Tours	1.80
Stroll malls / pedestrian precincts	1.81
(Advent) markets	1.91
Shopping facilities	1.93
Excursions with the ship	1.97
Party / nightlife	2.04
Public WI-FI access	2.17
Opening hours shops	2.34

n = 2,890   Scale: 1 = extremely enthusiastic 6 = more disappointed   n = 52 – 2,818

Image – Top 20

(Question: Which characteristics would you associate with your holiday region?)

safe	44%	inspiring	26%
enjoyable	44%	family-friendly	23%
cosmopolitan	41%	spectacular	22%
varied	40%	unmistakable	22%
traditionally	39%	modern	22%
hospitable	38%	warm-hearted	21%
authentic	35%	relaxing	21%
entertaining	31%	expensive	20%
cozy	30%	romantic	20%
sophisticated	27%	relaxed / unconventional	18%

n = 2,890   *multiple selections possible*

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Age of our guests

∅ 47,8

years

Education

68%

academics

Travel companion

38%

couples

Frequency of visit

47%

repeat visitors

Arrival

31%

train

Booking type

74%

online

Reason for decision

75%

sights & culture

Accommodation

75%

hotel & pensions

Recommendation

9 out of 10

(very) likely