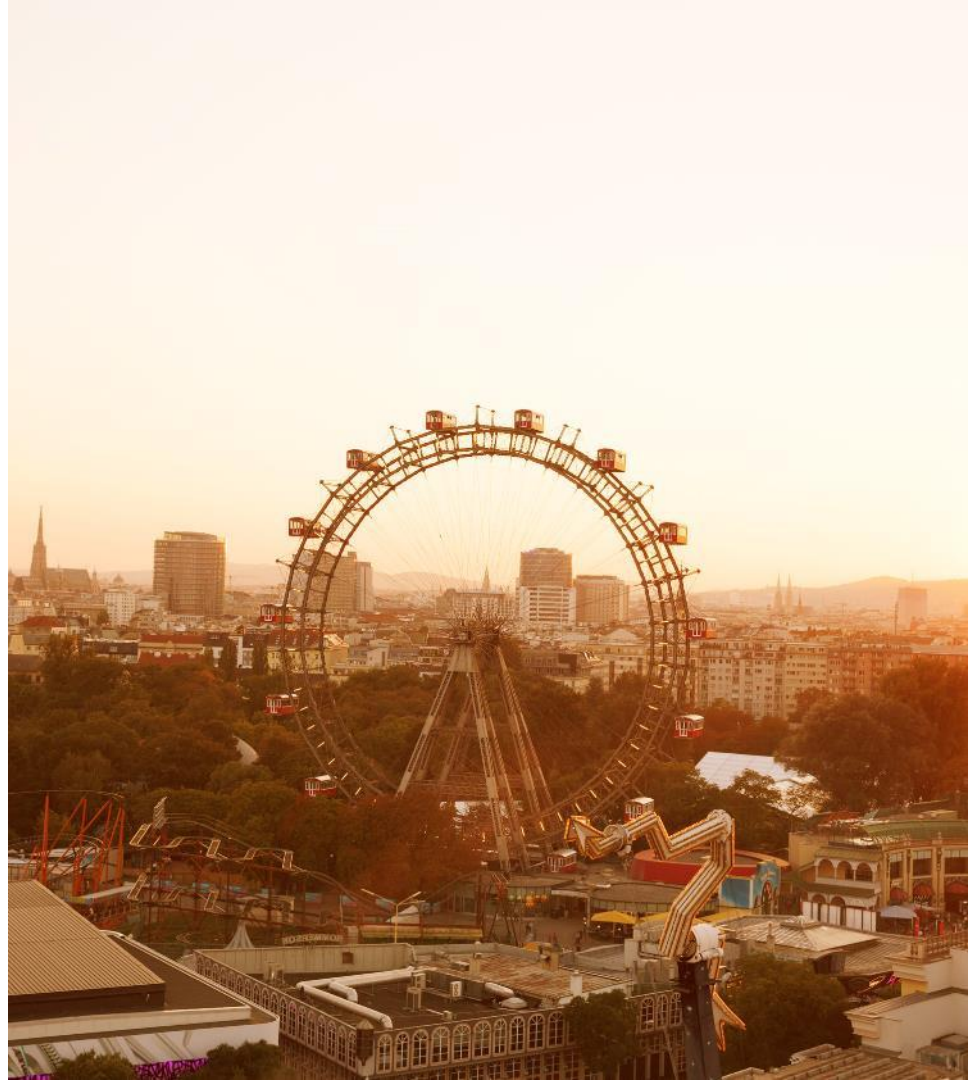


Vienna residents' attitude towards tourism 2018

Published: March 25, 2019

VIENNA

NOW ◆ FOREVER



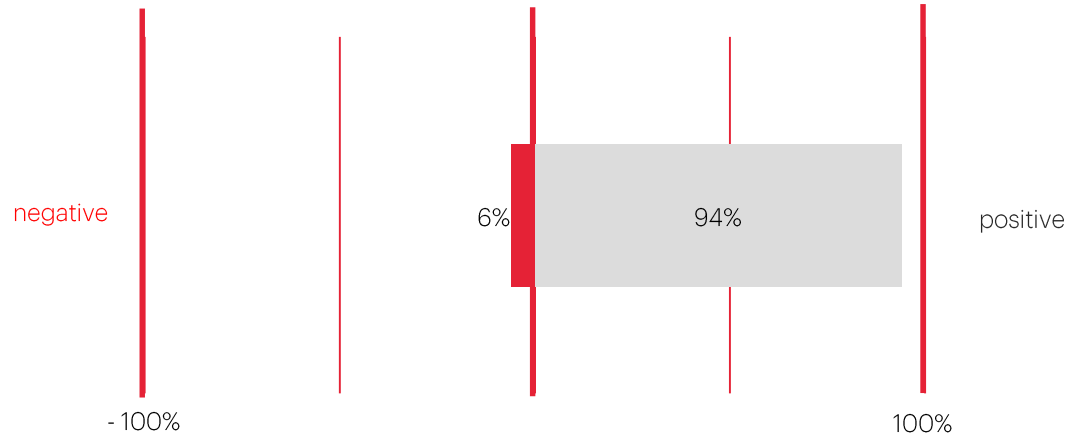
Sample and methodology

- **Study design:** Vienna Tourist Board – Strategic Destination Development
- **Target group:** Vienna residents aged 18 - 70
- **Note on the sample:** In their composition, the respondents correspond to the population of Vienna aged 18 to 70 years. Age groups over 70 are under-represented by the survey method. This survey was carried out in German. The present document is a translation of the original survey.
- **Survey rates** by age and gender, **weighting of data** by age, gender, education and district
- **Survey method:** Online interviews
- **Evaluation basis:**
 - 300 completed questionnaires per month, maximum statistical fluctuation range, +/- 5.7%
 - TOTAL: n=3,650, maximum statistical variance, $\pm 1.6\%$
 - Rounding differences may occur in percentages, so total totals may be greater or less than 100%
- **Survey period:** January till December
- **Fieldwork & analysis:** MANOVA GmbH

Results



Tourism for Vienna is...



94%

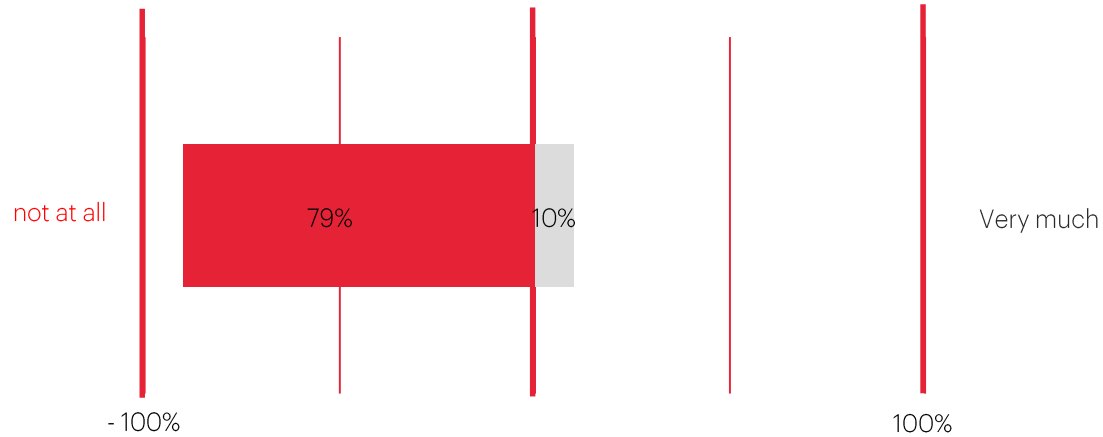
OF VIENNESE CITIZENS
ARE VERY POSITIVE
ABOUT TOURISM.

Question: In my opinion, tourism for Vienna is ...
Scale: very negative <— > very positive

VIENNA

Basis: Vienna residents aged 18 to 70 years
(n=3,649)

Vienna without tourism...



79%

THE CITY IS
UNIMAGINABLE WITHOUT
TOURISM.

Question: How would you like the city without tourism?
Scale: not at all < — > very much

Statements about Tourism



Statements about Tourism

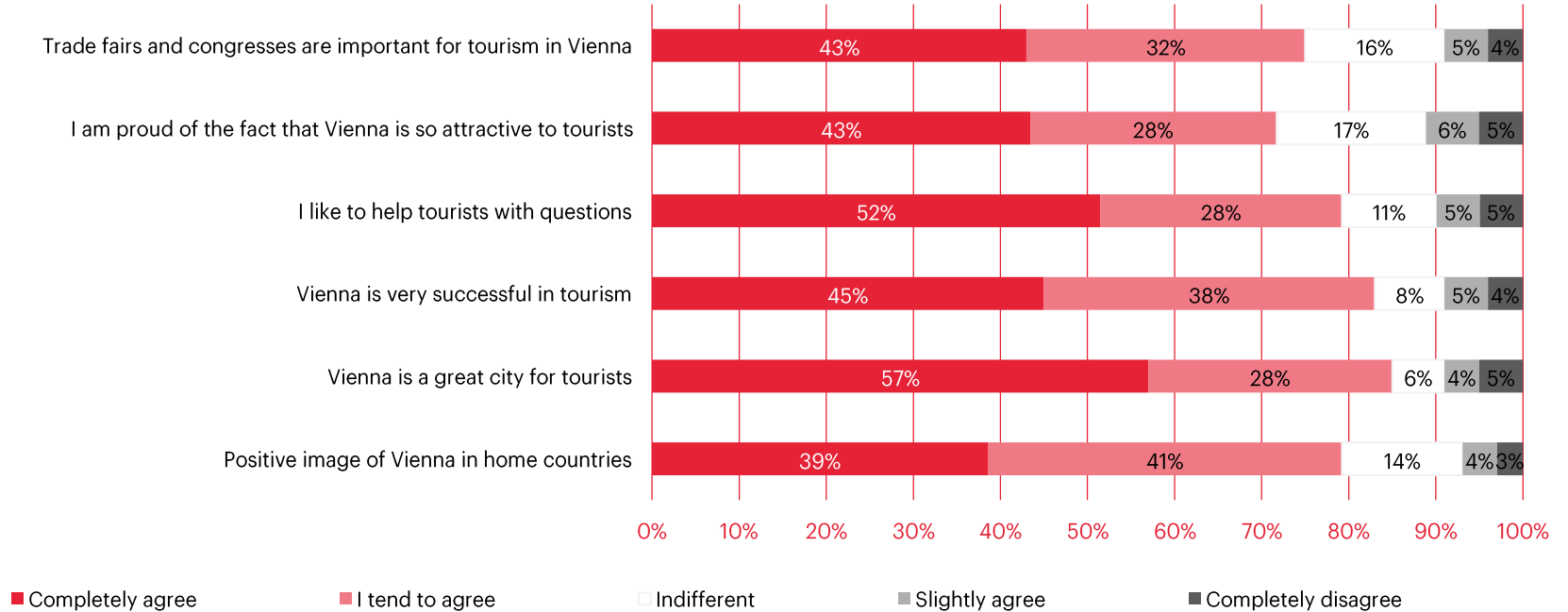
I/III



Question: I would like you to read several statements about tourism in Vienna. Can you please tell me, on a scale of 1 to 5, how much you agree with these statements. 1 means you agree completely and 5 means you completely disagree.

Statements about Tourism

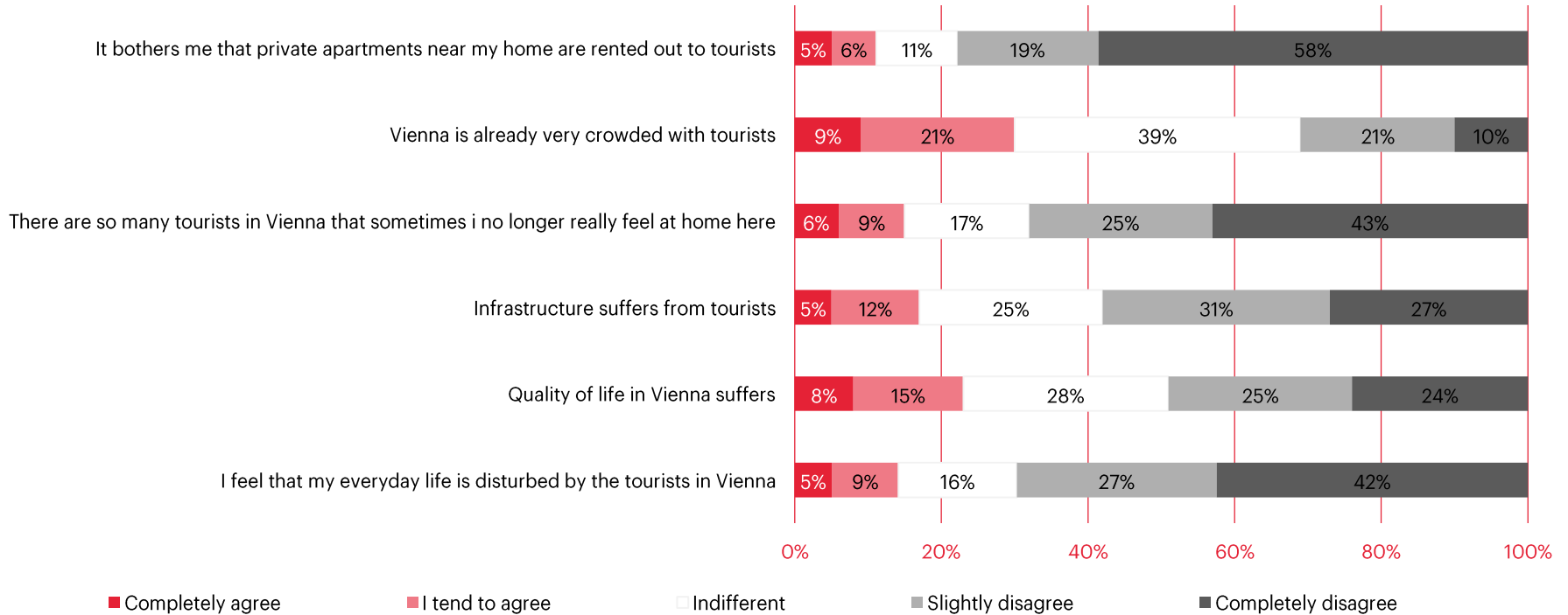
II/III



Question: I would like you to read several statements about tourism in Vienna. Can you please tell me, on a scale of 1 to 5, how much you agree with these statements. 1 means you agree completely and 5 means you completely disagree.

Statements about Tourism

III/III



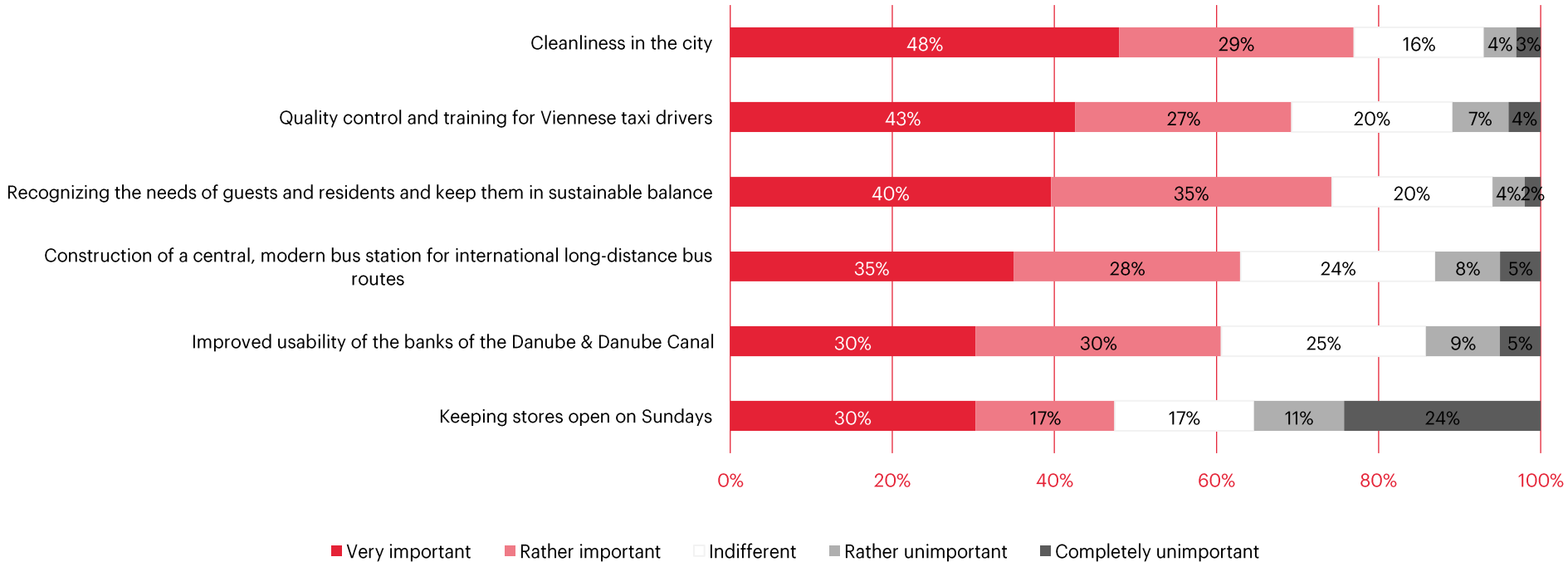
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Future Topics



Future Topics

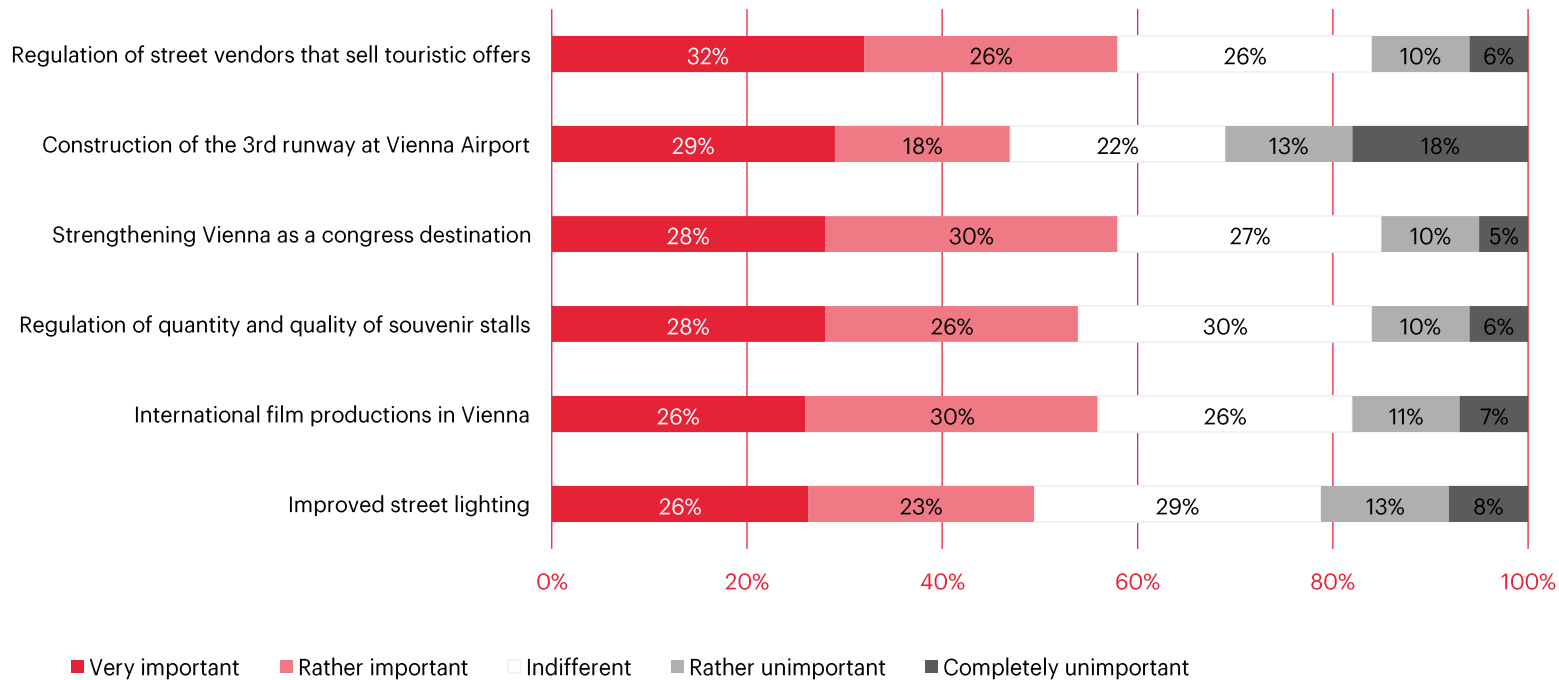
I/III



Question: In your opinion, which areas should the Vienna tourism industry concentrate on specially in the next few years? 1 means very important, 5 completely unimportant.

Future Topics

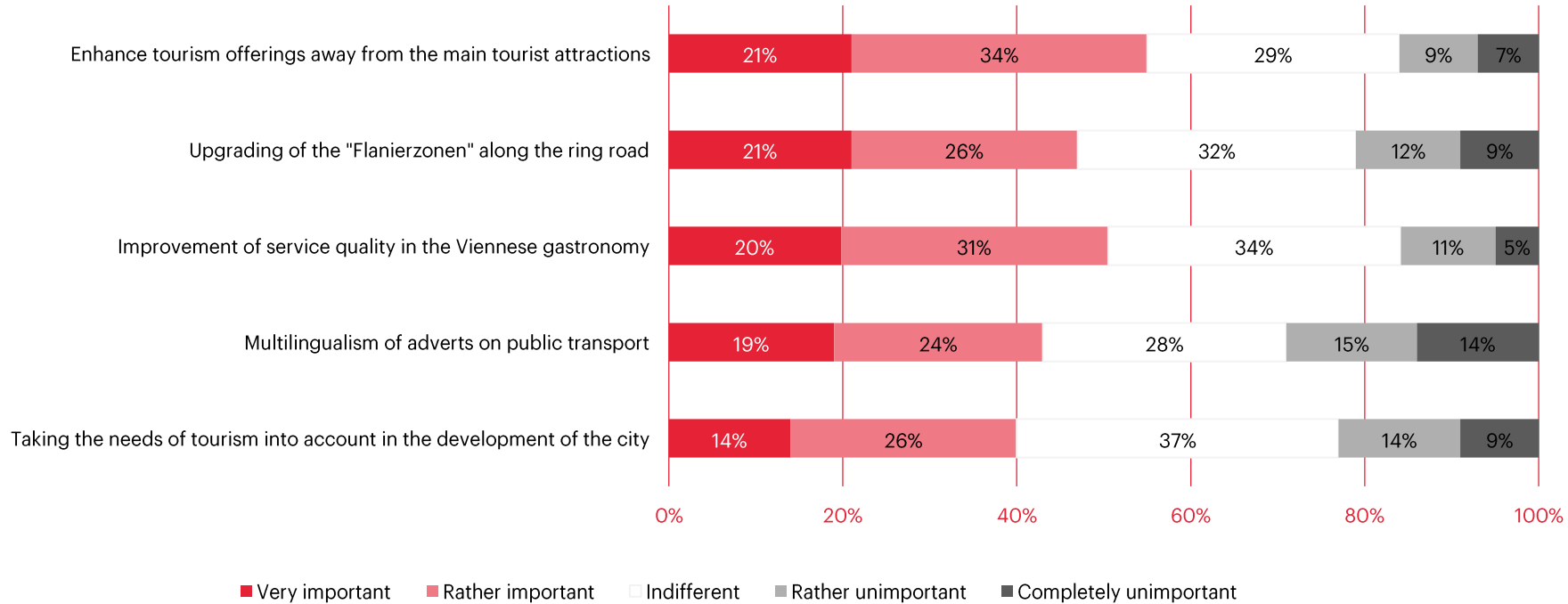
II/III



Question: In your opinion, which areas should the Vienna tourism industry concentrate on specially in the next few years? 1 means very important, 5 completely unimportant.

Future Topics

III/III



Question: In your opinion, which areas should the Vienna tourism industry concentrate on specially in the next few years? 1 means very important, 5 completely unimportant.

Findings



Findings

- Vienna residents' attitude towards tourism is very positive.
- The Viennese residents identify with tourism.
- They acknowledge tourism to be an important industry, especially due to its positive effects on the labor market.
- Viennese are aware of the importance and positive contribution of tourism. Besides the economic aspects, residents value the positive effects on the quality of life.
- As a result, most of the residents cannot imagine Vienna without tourism.

Statistical Information



Statistical Information

WEIGHTED

n	3,650
	PERCENT
men	49
women	51
18 to 29 years	25
30 to 39 years	21
40 to 49 years	20
50 to 59 years	19
60 to 70 years	14
70 years and older	1

	PERCENT
Compulsory education	47
Further education without GCE	10
Further education with GCE	20
Secondary education, university	22
Inner districts	14
Outer Northeast	28
Outer South	34
Outside Northwest	25
Tourism professions	9
Others	91

Further information:

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