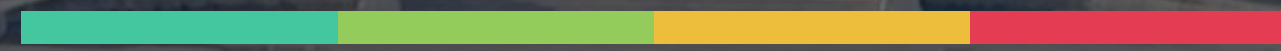


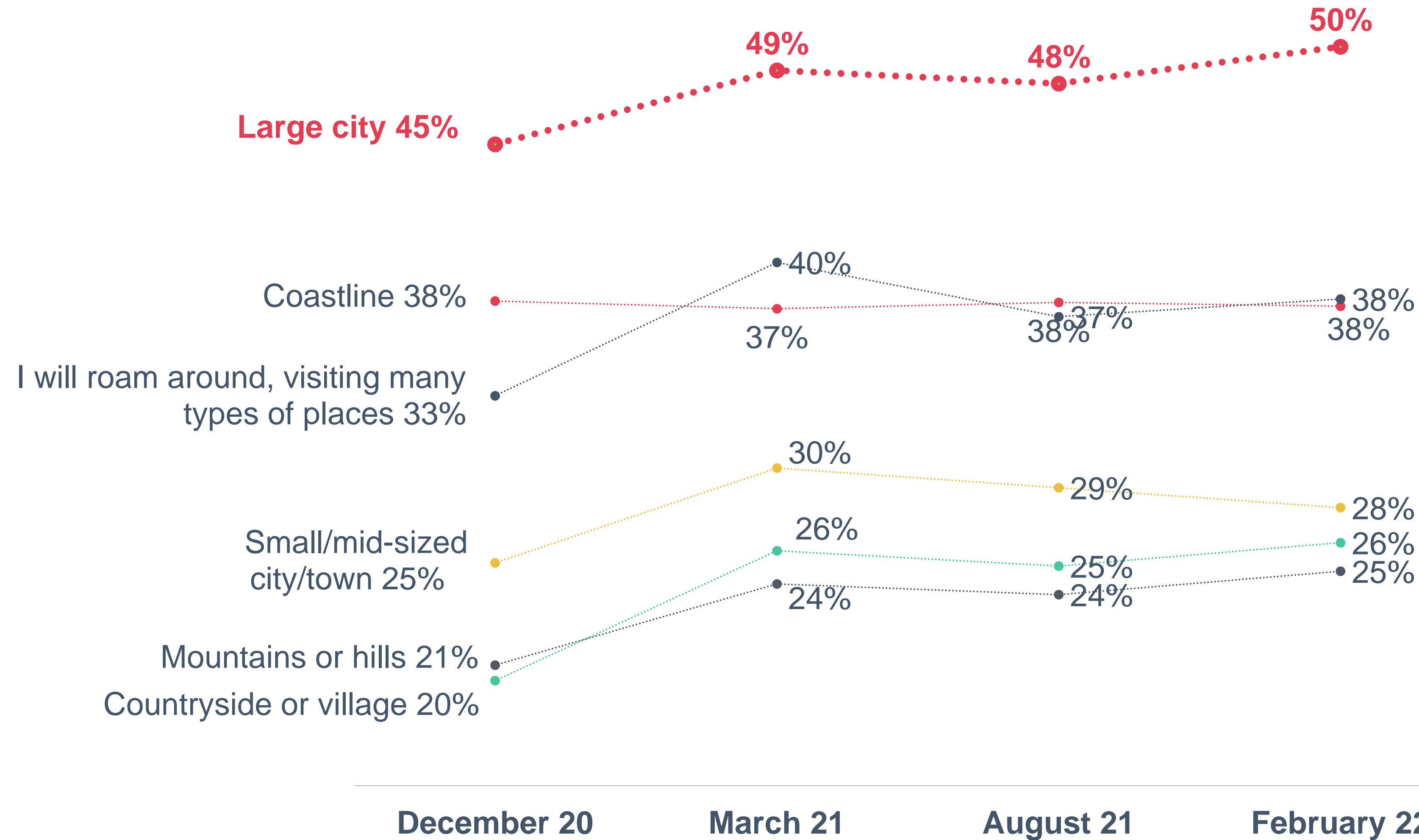
VIENNA RATING - OVERVIEW



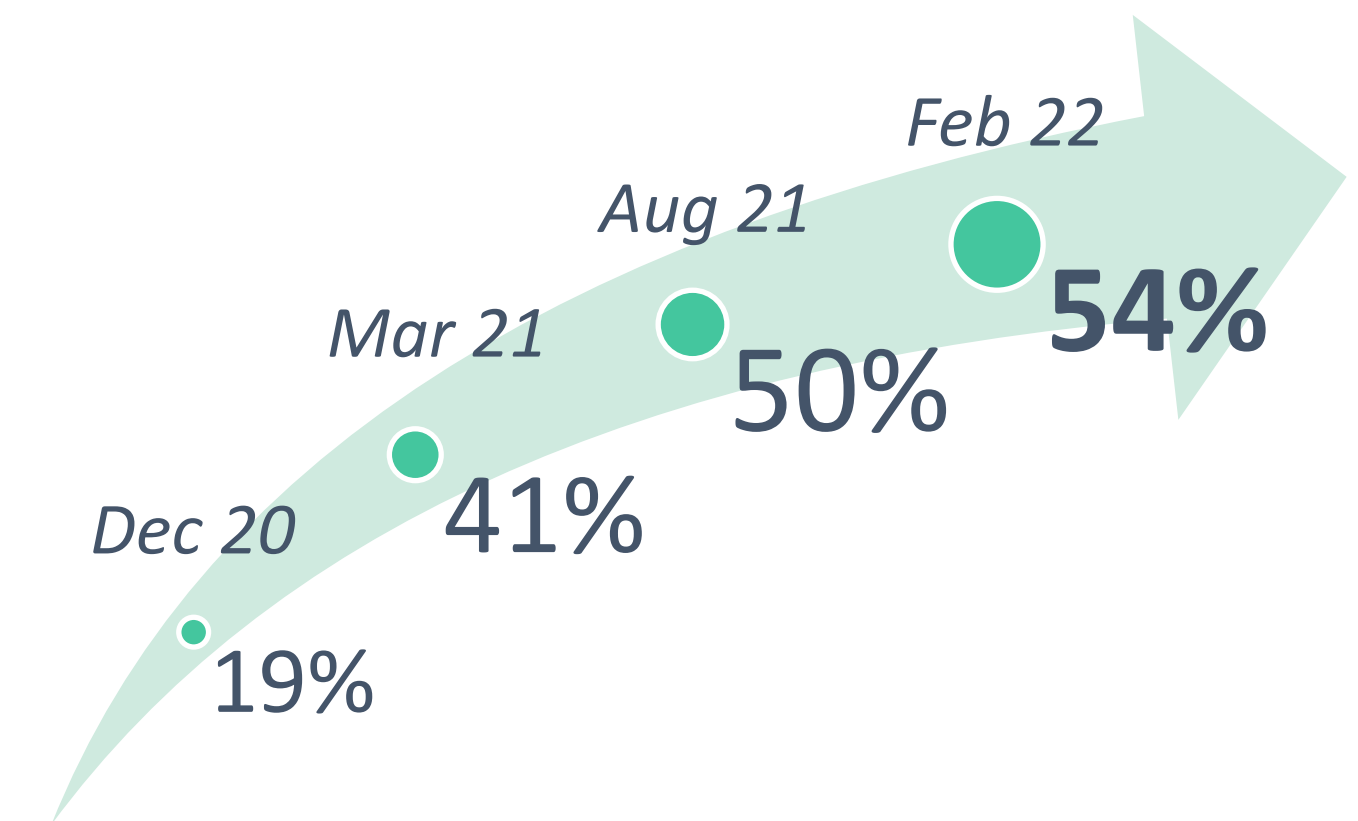
Forewords – Setting the scene!



Main types of destinations envisaged



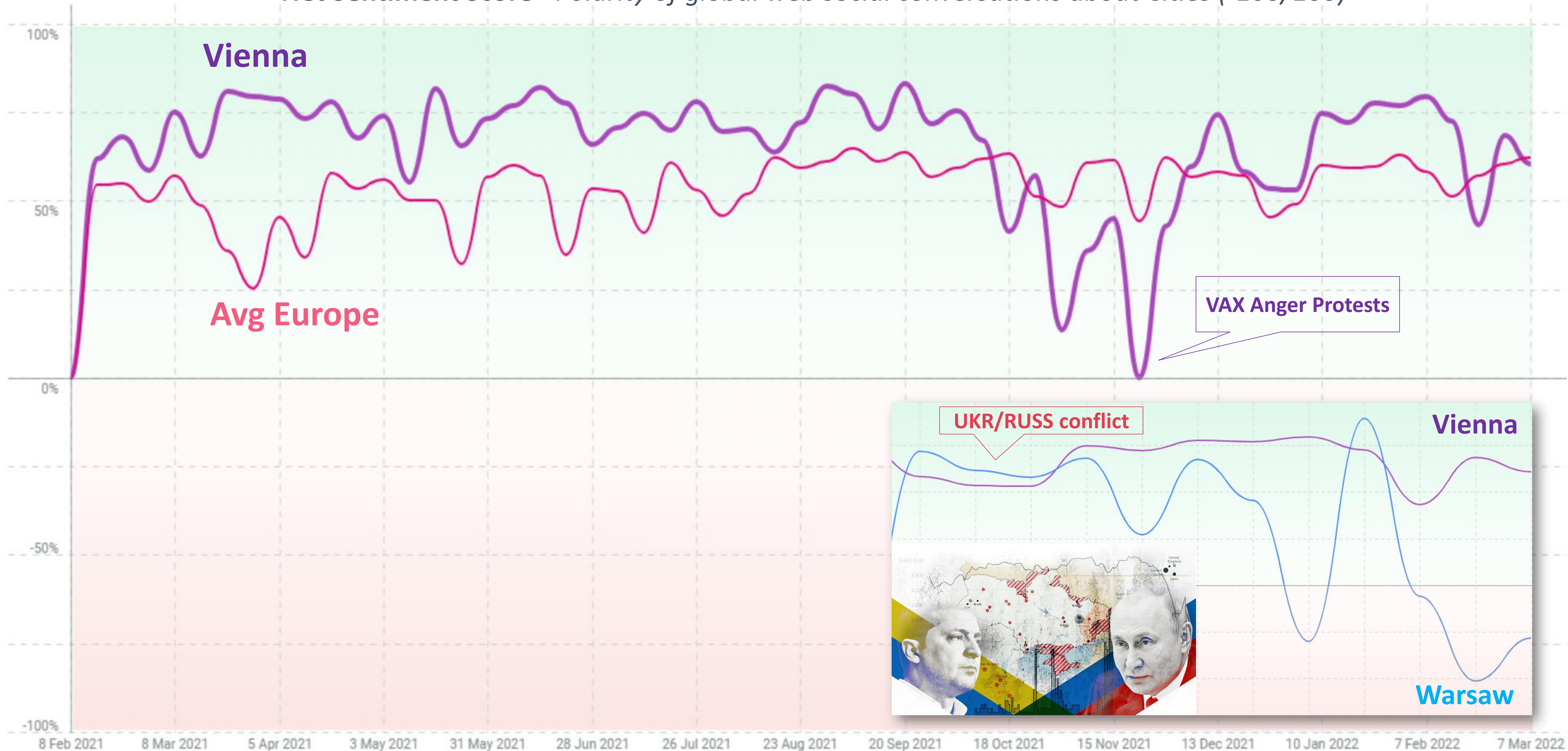
Certain intentions to travel internationally in the next 12 months



(* Source: TCI/VisitBritain Sentiment Survey (13 markets)

Vienna has a good reputation to defend!

Net Sentiment Score - Polarity of global web social conversations about Cities (-100/100)



While “revenge” visitors express high expectations for a full and safe travel experience



Visitor experience = #1 recruitment channel

4 in 10 Visitors chose Vienna from peers' recommendation

Vienna has a **competitive reputation to defend!**

Improving visitor experience = **Unlocking visitor spend!**

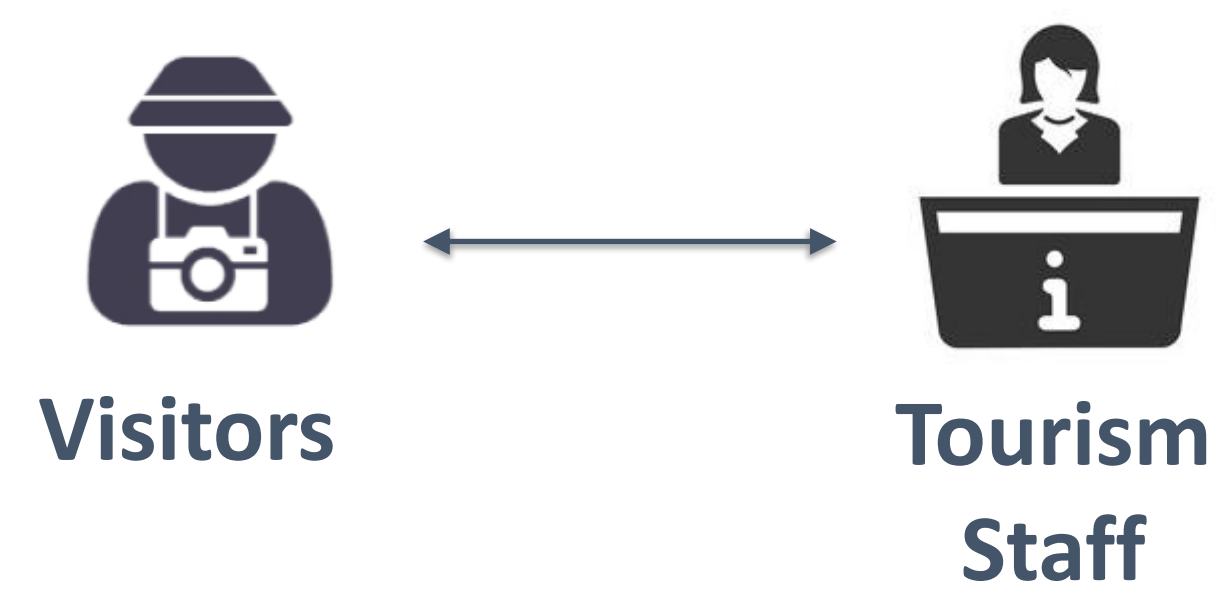
The “explosive” equation of the Visitor Experience in Covid Era



Service experience

Immersive experience

Explosive experience!



8 in 10 travellers fear other people not following COVID-19 policies (*)

(*) Source: TCI/VisitBritain Sentiment Survey Sept 2021 (14 markets)

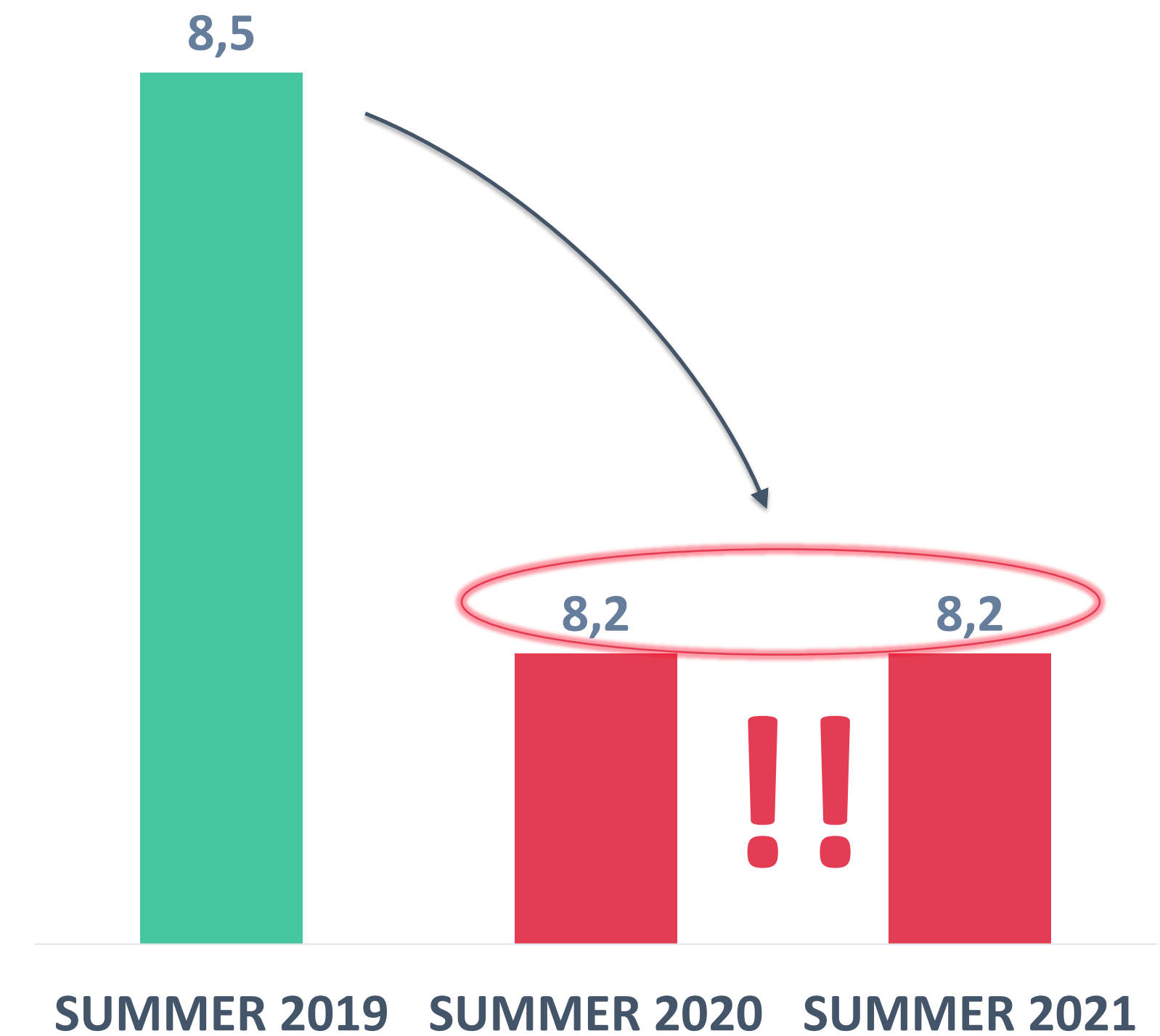
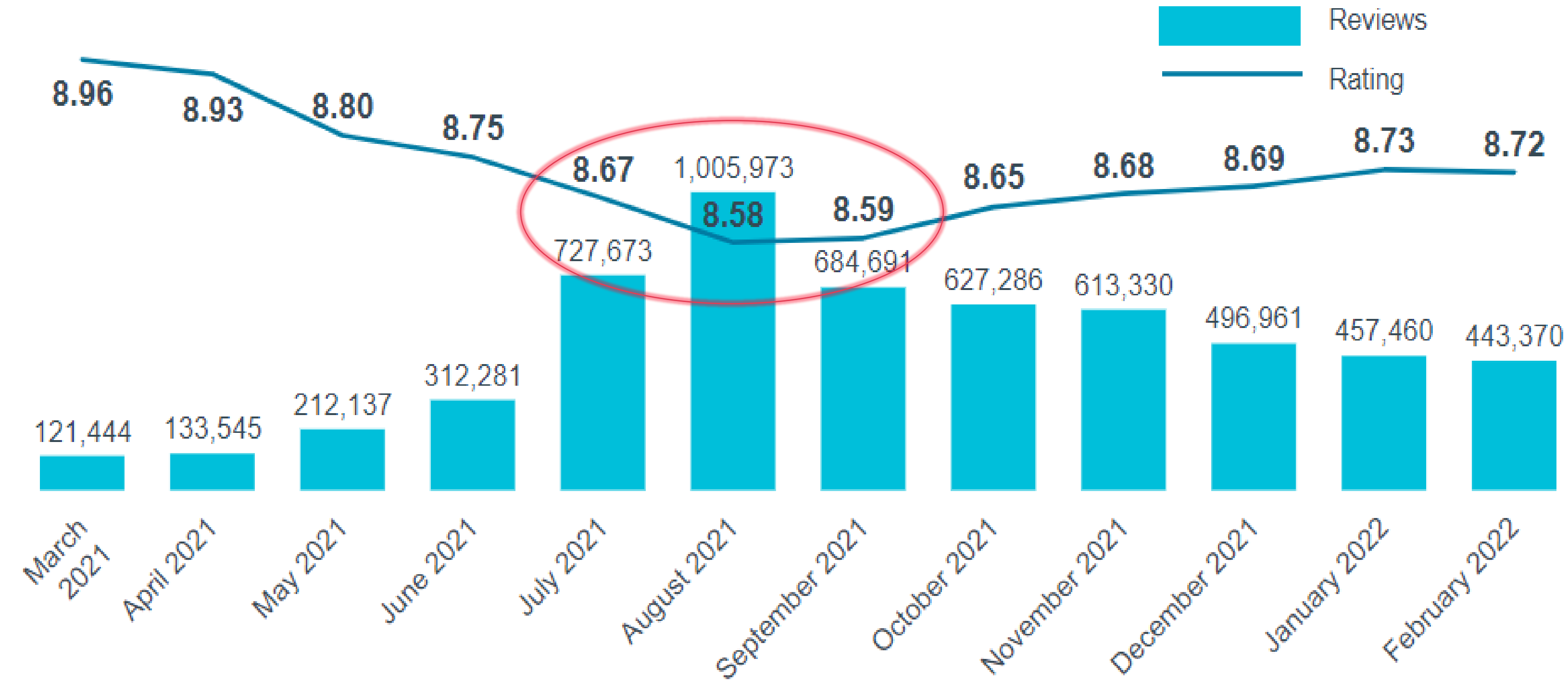
Living the “Full & Safe” Experience is a Challenge



Europe Visitor Sentiment



Hotel Ratings in Europe





How is Vienna facing the quality challenge?

- Performance benchmarking
- Process benchmarking -> learn from good practices
- Identify drivers of online reputation
- Vienna AVG vs Competition so to challenge your own performance
- Identify new market opportunities
- Work with reviews as a quality management too



Guests' Comments
From 30+ Review Websites



Recently heard ...

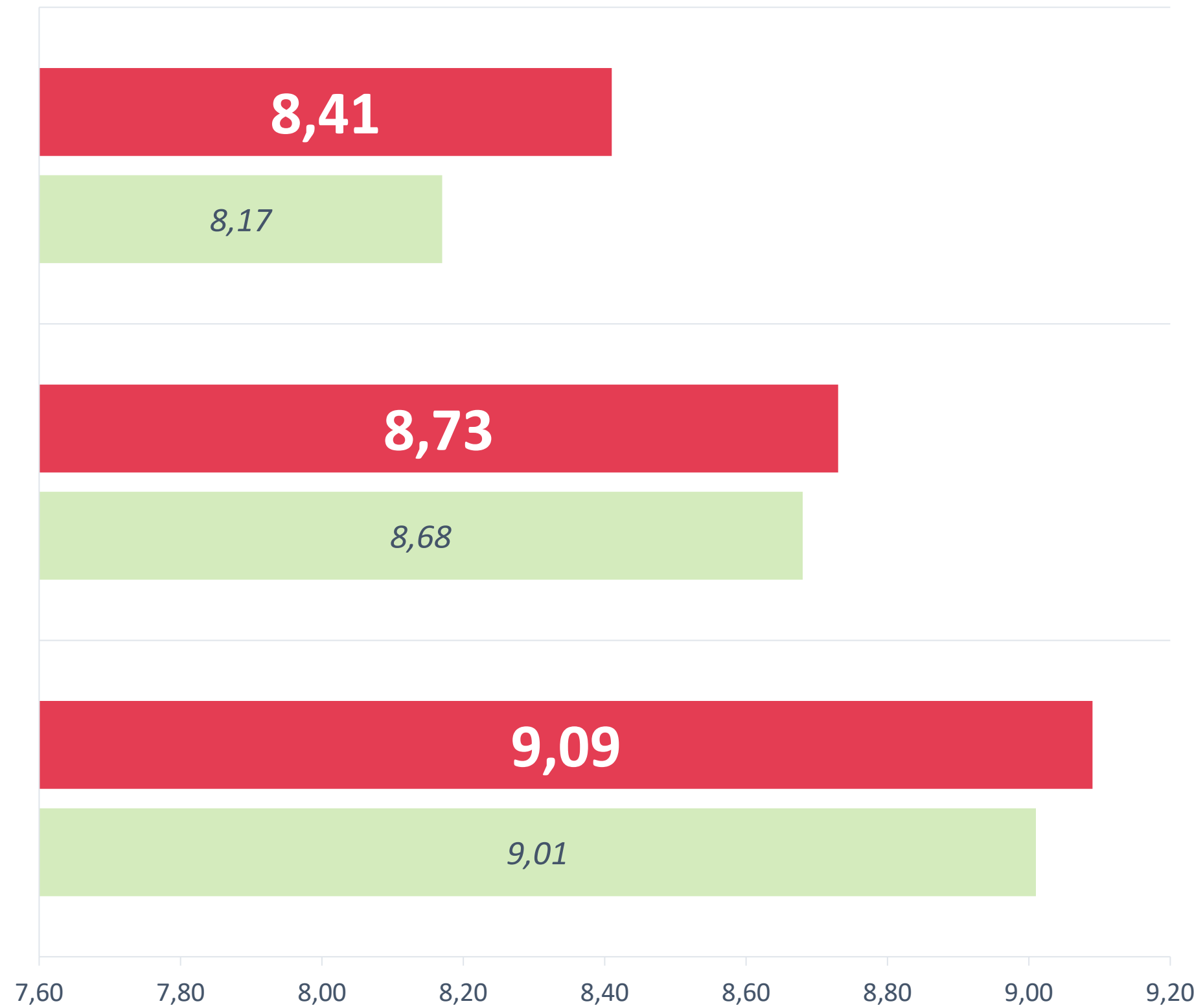
- ✓ **1400+** Lodging properties and Attractions monitored
- ✓ **Randomly selected** - All sizes and quality levels
- ✓ **1,8 M** Ratings and Reviews shared during 2019-2021
- ✓ **30+ Rating platforms** (Google, Booking, TripAdvisor...)
- ✓ **Benchmark** vs *AVG ratings in Paris, Prague, Berlin, Barcelona and Amsterdam*

2019 TO DATE (10/2021)



LODGING

■ Vienna ■ Benchmark

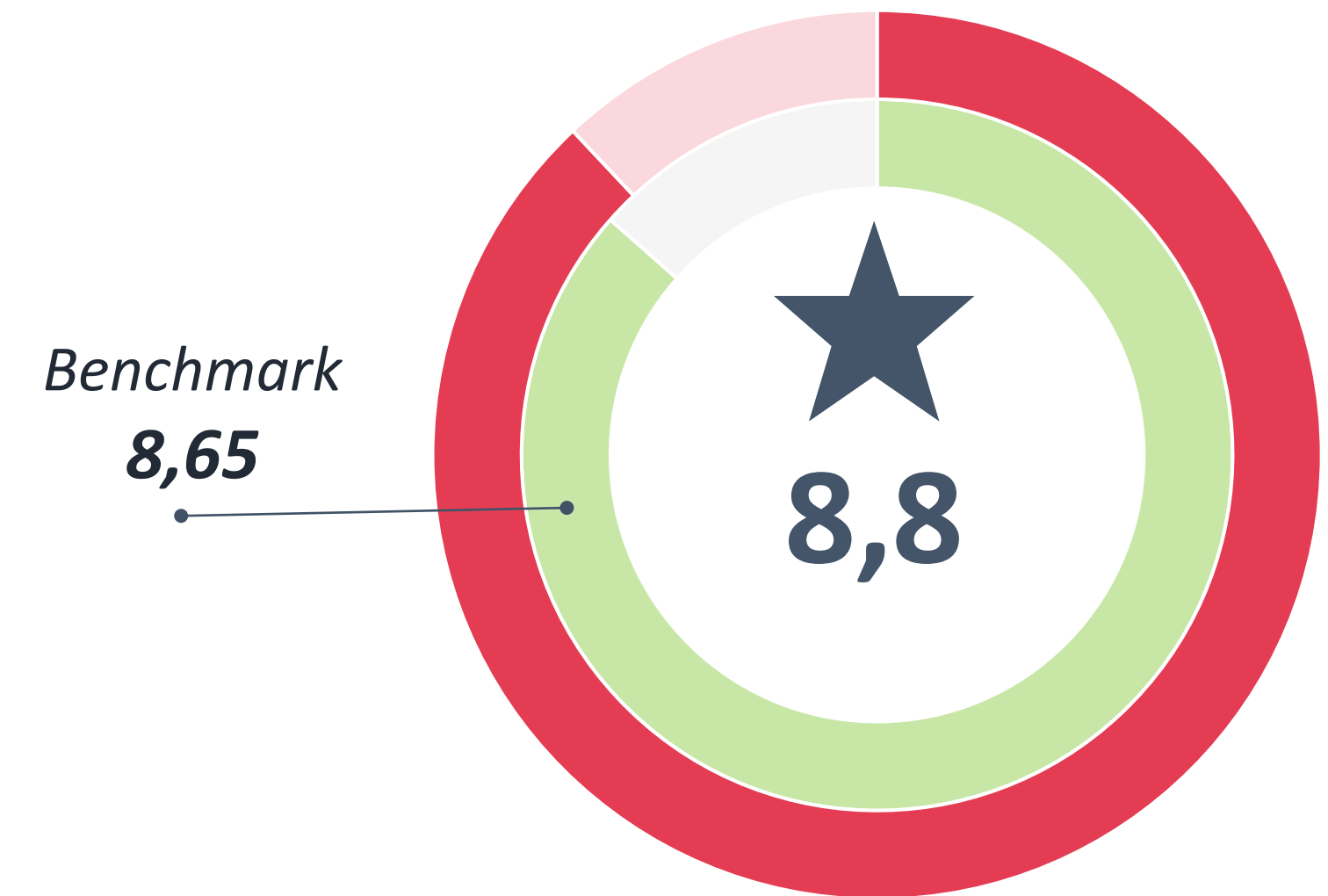


RESTAURANTS



ACTIVITIES

City Rating (overall)



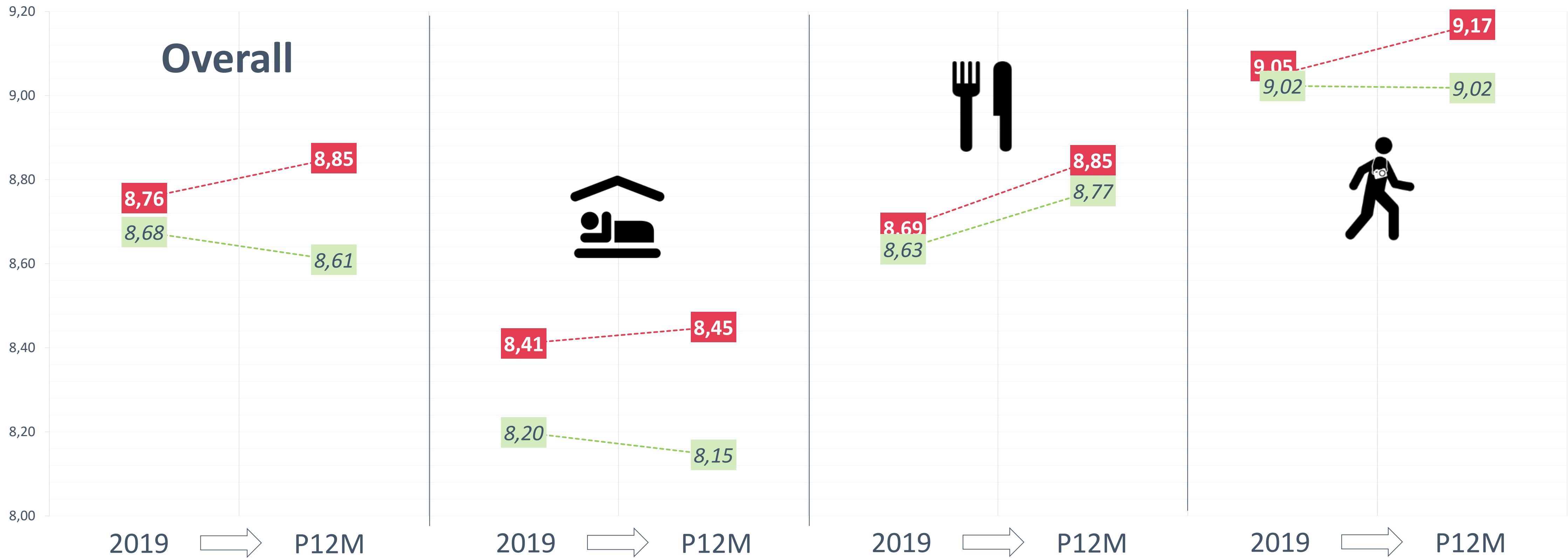
Overall Rating (/10)

2019 vs Past 12 Months (11/2020 to 10/2021)

Vienna

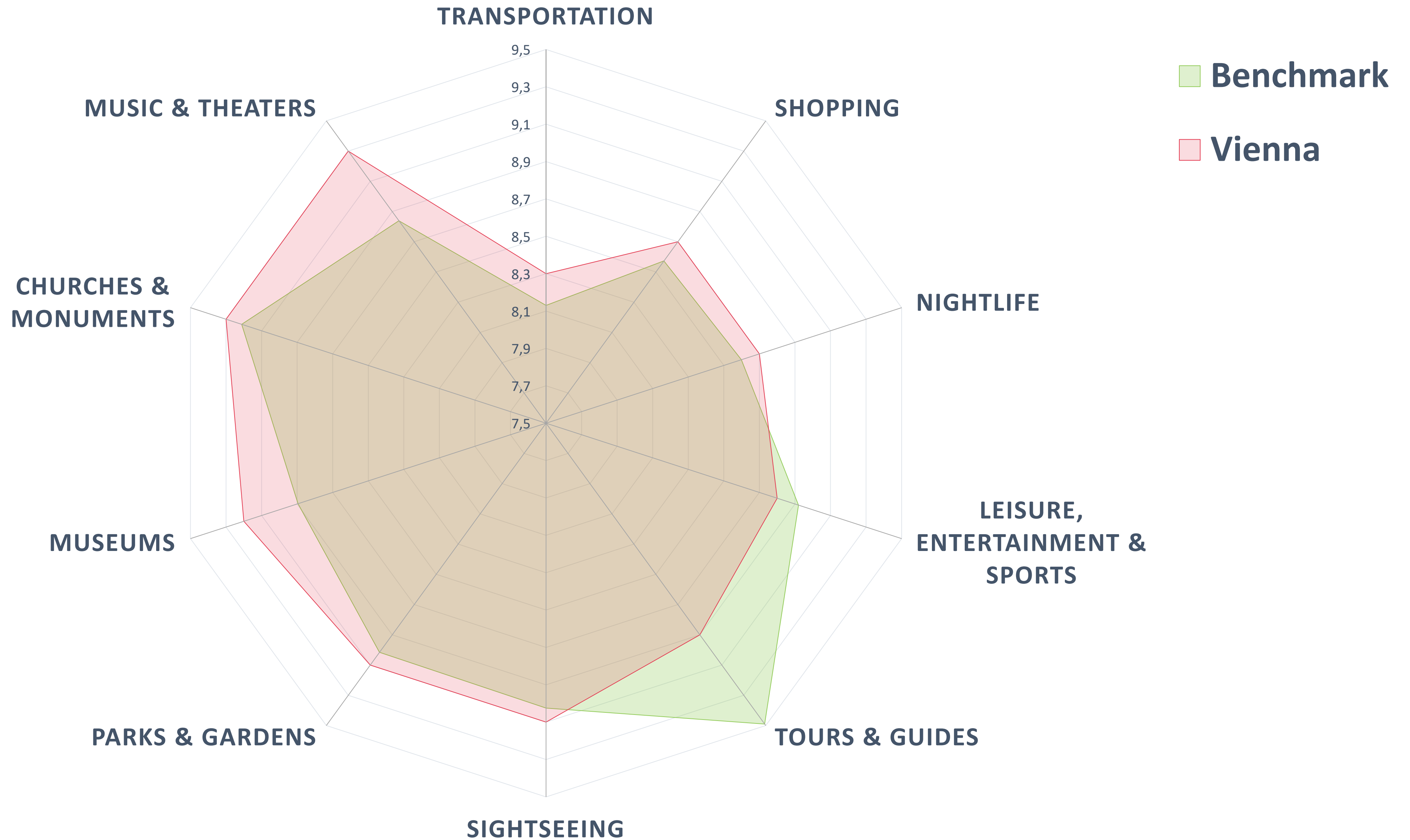
Benchmark

Overall Rating (/10)



The Visitor Sentiment Matrix





Past 12 Months (11/2020 to 10/2021)

Sanitary Safety Score

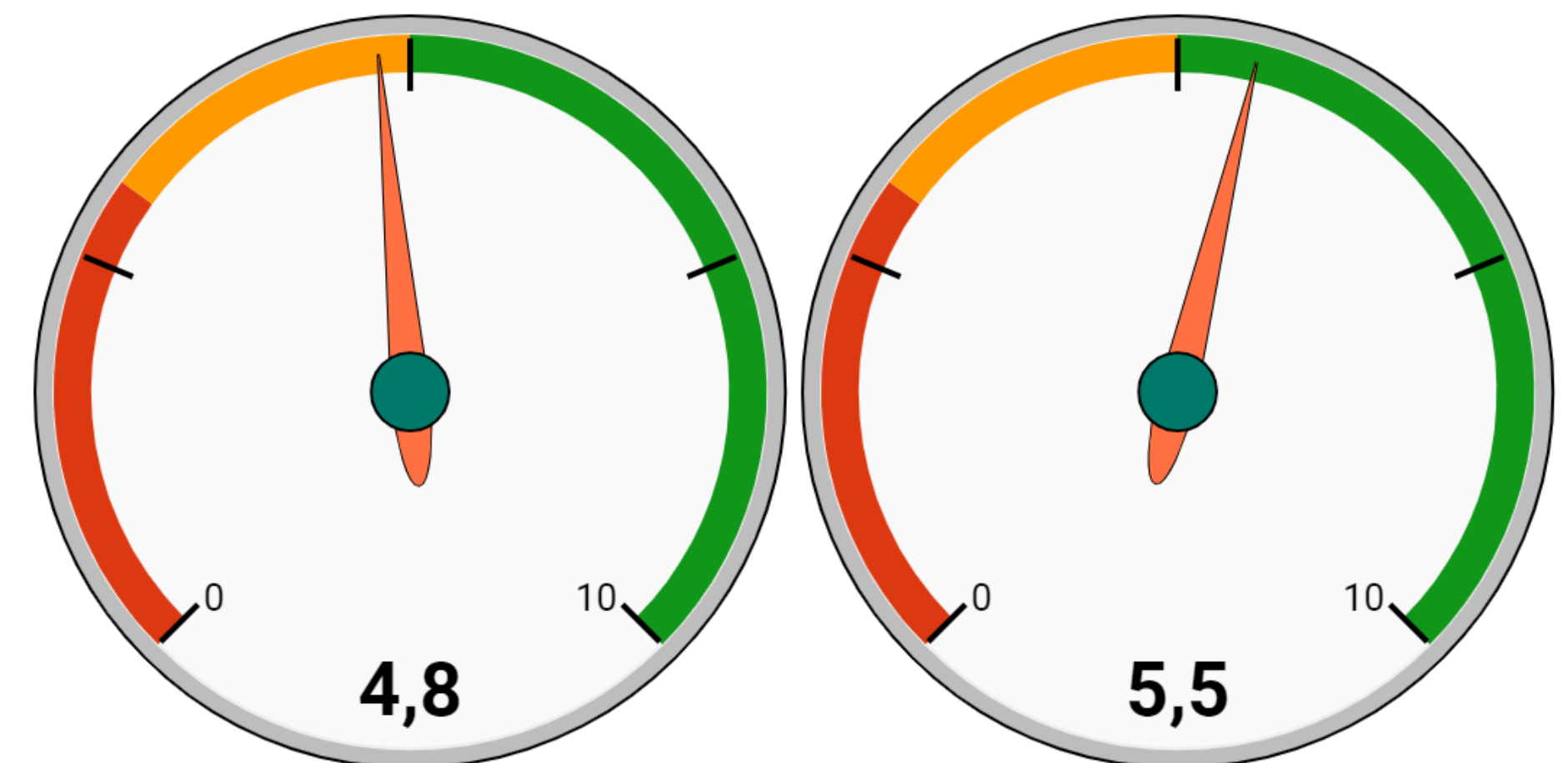


Vienna

Competition



Pandemic Precaution Score



Vienna

Competition

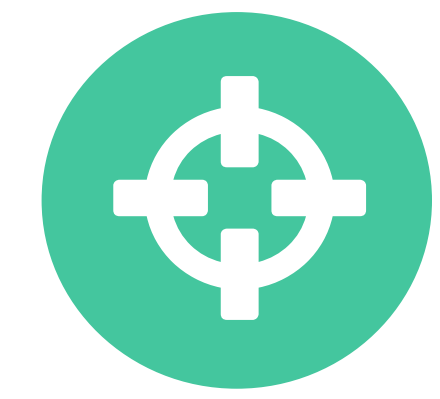
The **Sanitary Safety Score** measures the quality of guests' experience in terms of cleanliness, hygiene and general health safety.

The **Pandemic Precautions Score** measures guest perception of sanitary precautions/barrier measures applied within the facility for Covid-19 pandemic.



TAKE-AWAYS

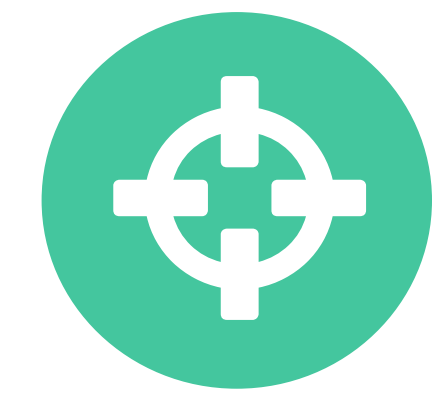




The Vienna DNAs

From the visitor experience viewpoint

- **Competitive and consistent** destination experience quality along the visitor journey
- Highly rated **lodging**
- **Best-in-class “classic” cultural experiences** (museums, music & theaters...)
- Restaurants, shopping, nightlife and leisure/sport attractions **generate “good and less good” experiences.**
- Great **“self-indulging” and socializing experiences**
- **Enjoyable “post 7 pm” experiences** (sense of place, surrounding, atmosphere, deco, light...)
- ... but a **lack of daytime entertaining, fun and unique/less conventional** tours and leisure experiences
- Competitive **quality of service** and staff hospitality overall
- **Value for money “on the watchlist”** vs competition
- **Sanitary safety sentiment** rated **below the competition but not detrimental** for the overall destination rating
- **Hidden gems well dispersed geographically**



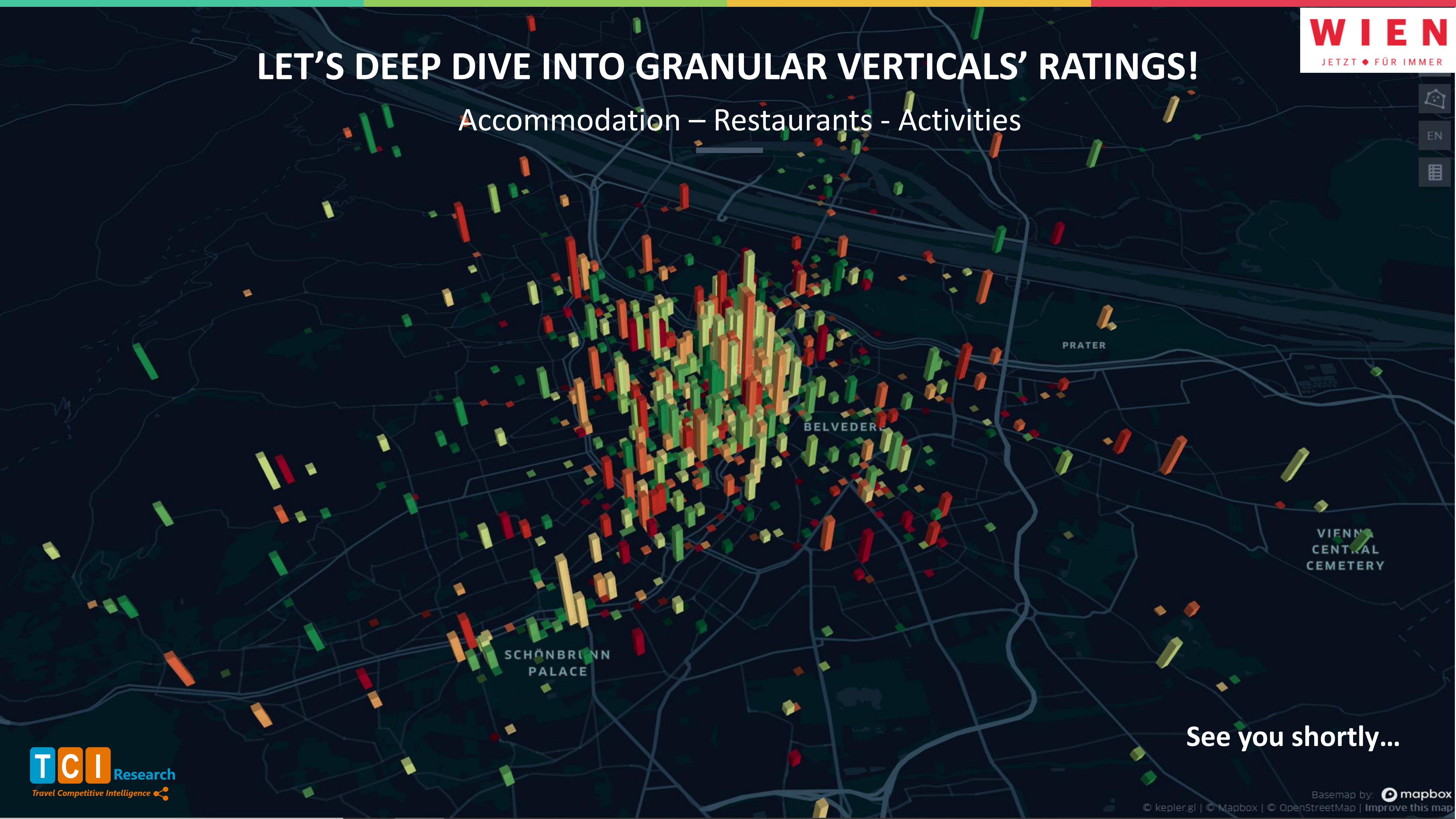
TAKE-AWAYS

For accelerating Vienna's competitive quality

- Increasing further **socializing opportunities** beyond classic tourism products
- Developing **hybrid experiences** that connect indoor and outdoor
- Developing pure **entertaining, fun, unique or less conventional** tours and guided experiences.
- Developing **hedonistic “post Covid” experiences**
- Innovating further in the **food and gastronomy experience**
- New itineraries based on **themes and niche/passion tourism** (*Wine tourism, Film location spotting...*)
- **High-end private tours and experiences** for financially lucky post-crisis visitors (est. 18% of travellers)
- Integrating further **local communities** into the **tourism product development**

LET'S DEEP DIVE INTO GRANULAR VERTICALS' RATINGS!

Accommodation – Restaurants – Activities



Home icon
EN
List icon

See you shortly...