The Viennese holiday guest

WHAT DRIVES OUR VISITOR'S BEHAVIOR?

VIENNA GUEST SURVEY 2024/2025

As part of Tourism Monitor Austria (T-MonA)

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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 2024 – October 2025

Sample size: n = 2.658

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.

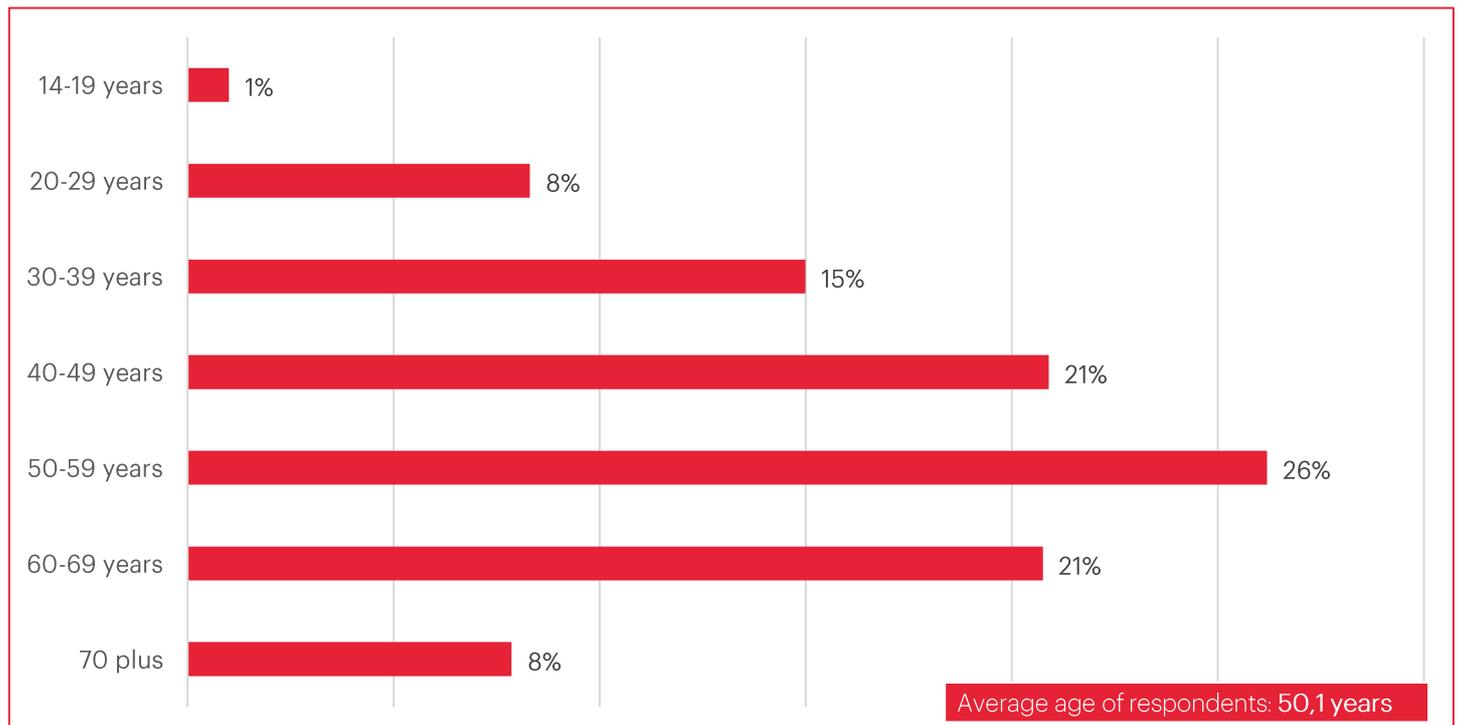*The original question can be found in (brackets).*

GUEST STRUCTURE: WHO ARE OUR GUESTS?

Age
(Question: How old are you?)

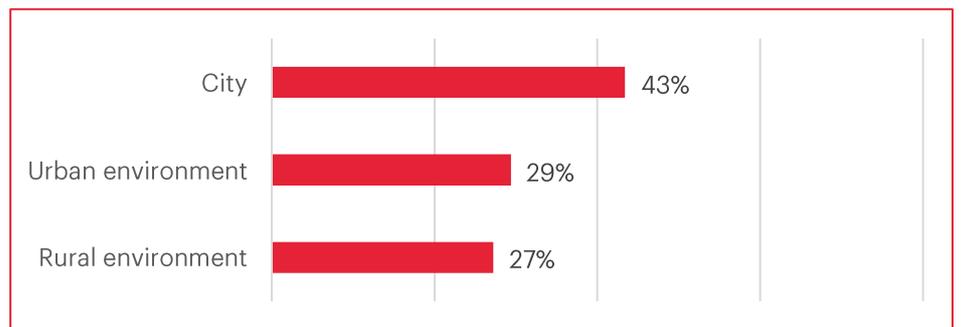| Age group	Percentage
14-19 years	1%
20-29 years	8%
30-39 years	15%
40-49 years	21%
50-59 years	26%
60-69 years	21%
70 plus	8%

Average age of respondents: **50,1 years**

n = 2,622

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

Category	Percentage
Higher education institution / University	68%
High-school diploma / A-level etc.	18%
Apprenticeship / School leaving certificate (GCSEs) or compulsory schooling / Lower secondary school	15%
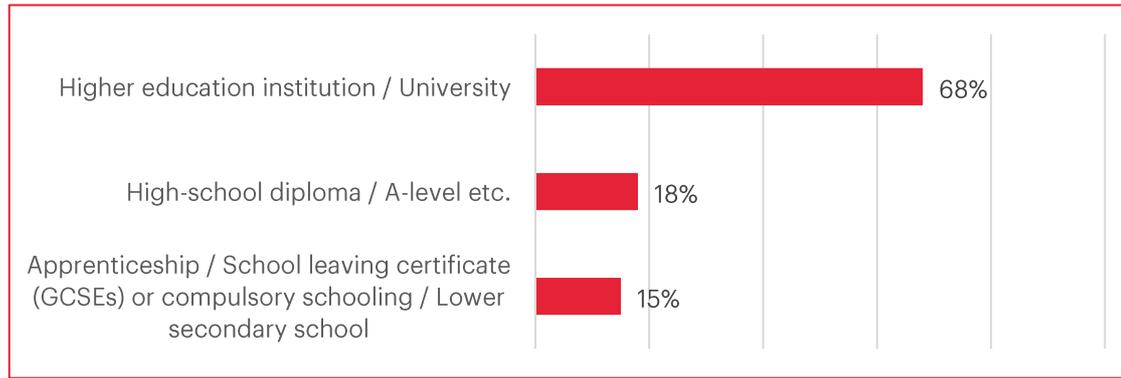
n = 2,545

Surrounding area
(Question: Where is your permanent residence based?)

Category	Percentage
City	43%
Urban environment	29%
Rural environment	27%

n = 2,645

TRAVEL BEHAVIOR: HOW ARE OUR GUESTS TRAVELING?

Travel companion
(Question: Who accompanied you on this trip?)

Category	Percentage
Partner	41%
Alone / unaccompanied	14%
Families with children	10%
Other family friends	12%
Friends	8%
Family with youngsters	4%
Couples with friends	3%
Organized groups / travel group	2%
Other	1%

n = 2,658

2
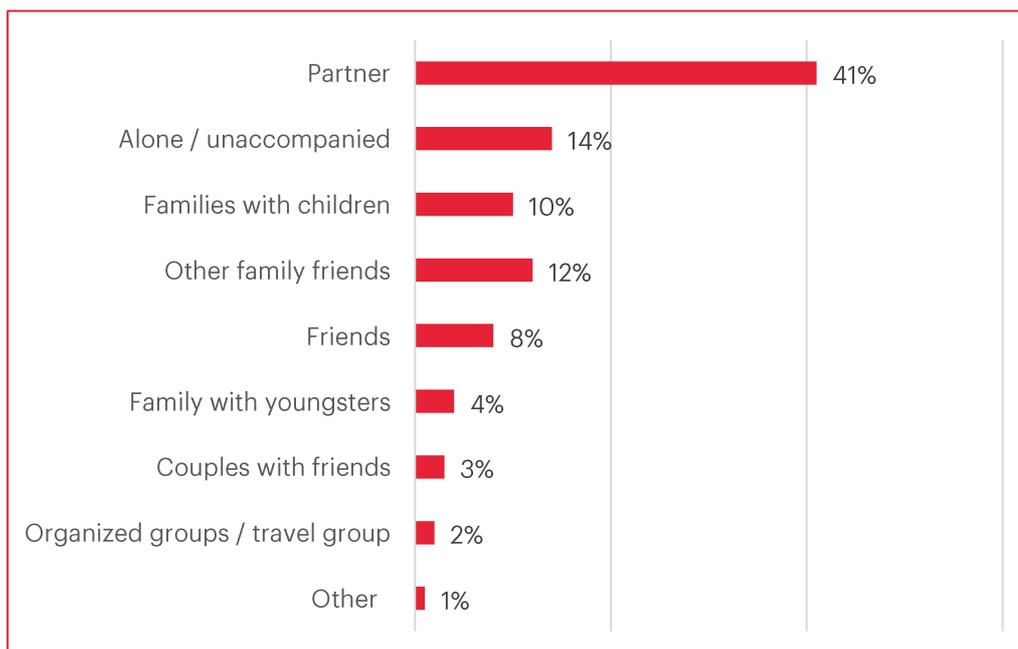
Frequency of visit
(Question: How often do you go on holiday in...?)

Frequency of visit in Vienna

This was my 1st time there	48%
I'm here for the second time	22%
I go there occasionally	9%
I go there regularly	12%
I go there several times a year	10%
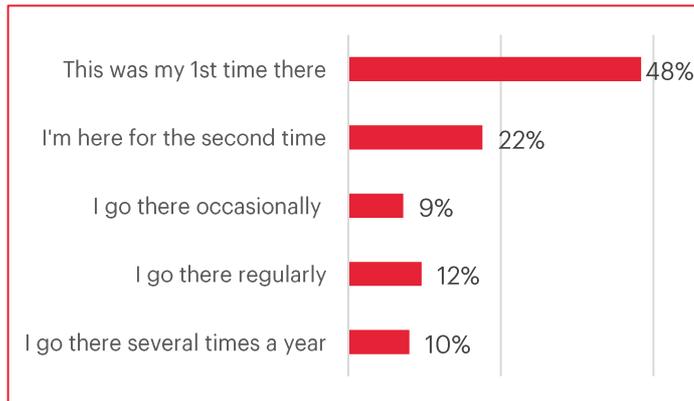
n = 2,623

Frequency of visit in Austria

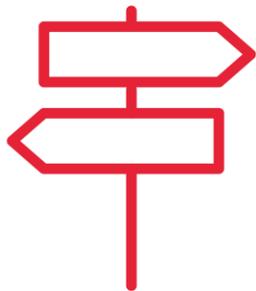|	
This was my 1st time there	35%
I'm here for the second time	21%
I go there occasionally	12%
I go there regularly	14%
I go there several times a year	18%
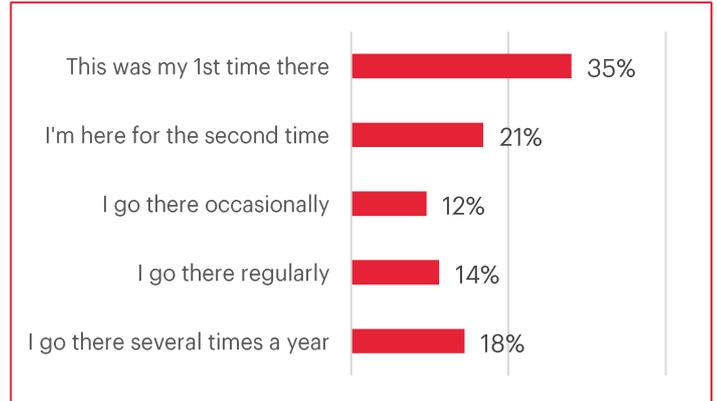
n = 2,633

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)	50%
Search engine (Google etc.)	32%
Travel & booking portals	20%
Official website of the destination	19%
Social media (Facebook, Instagram, YouTube etc.)	14%
Referral	27%
Through previous visits	28%
Article in the media	18%
Travel agency / tour operator	23%
Publicity	11%
Other	19%
I don't know	6%

multiple selections possible

n = 468 – 1,537

Date of decision
(Question: How long before your arrival did you (or your travel companion) book the trip?)
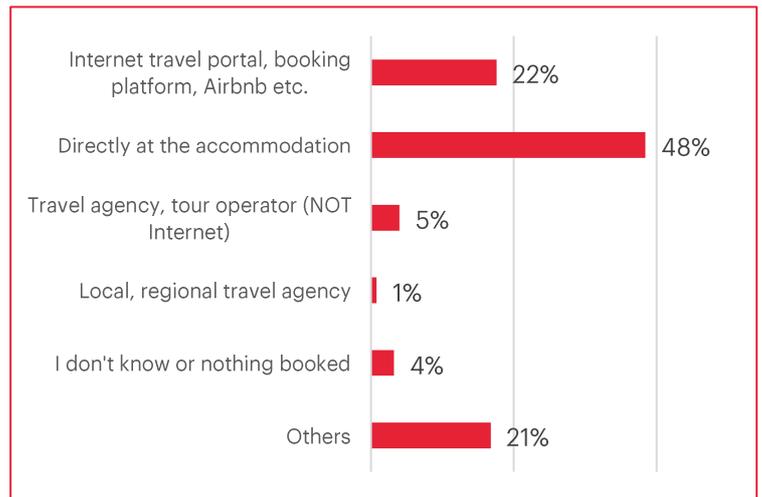
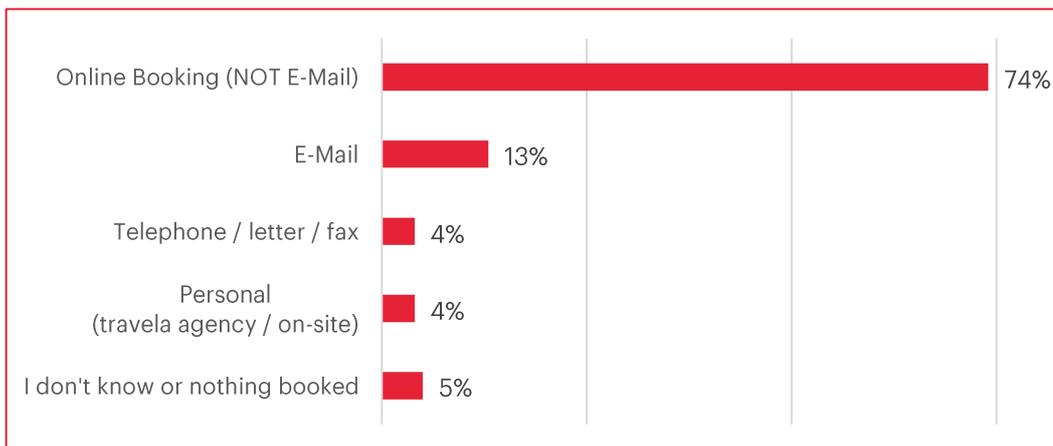|	
Spontaneous to 1 week	12%
1-2 weeks	10%
2-4 weeks	18%
1-3 months	40%
4-6 months	16%
Longer than 6 months	4%
I don't know or nothing booked	0%

n = 2,344

3

80% OF VISITORS SPECIFIED SIGHTS AND CULTURE AS THEIR REASONS FOR MAKING A TRIP TO VIENNA.

n = 2,548

Booking service

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

Internet travel portal, booking platform, Airbnb etc.	22%
Directly at the accommodation	48%
Travel agency, tour operator (NOT Internet)	5%
Local, regional travel agency	1%
I don't know or nothing booked	4%
Others	21%

n = 2,327

Booking type

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

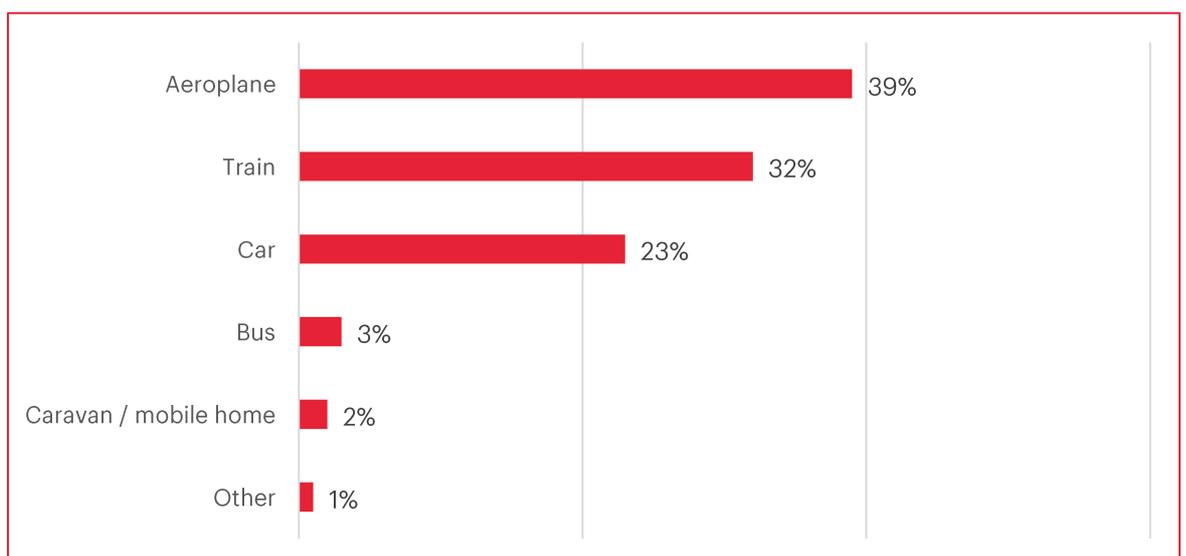|	
Online Booking (NOT E-Mail)	74%
E-Mail	13%
Telephone / letter / fax	4%
Personal (travela agency / on-site)	4%
I don't know or nothing booked	5%

n = 2,805 (2022/2023)

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	32%
Car	23%
Bus	3%
Caravan / mobile home	2%
Other	1%

n = 2,655

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

Hotel / Pension / Inn / Hotel Garni	78%
Holiday apartment / -house	13%
Private quartier (less than 10 beds)	4%
Youth Hostel / Hostel	2%
Campsite	2%
Other	1%
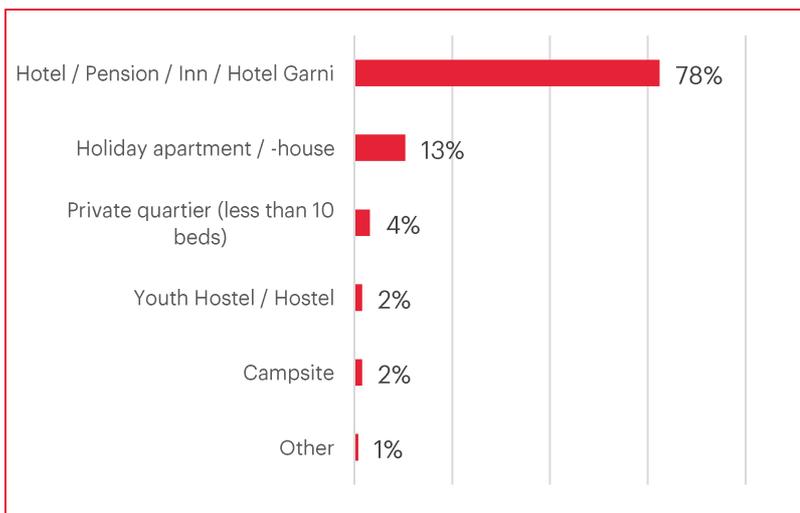
n = 2,658

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

Ø Overnight stays in Vienna: 4 nights
Ø Overnight stays in Austria: 4,8 nights
Ø Overnight stays entire trip (Austria & international) incl. Vienna: 5,4 nights

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

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

|	
Visiting sights	89%
Walking / strolling	89%
Going out for meals (outside of accommodation)	89%
Visiting museums / exhibitions	89%
Going to coffee shops	89%
Enjoying typical meals / drinks from the region	89%
Visiting (Advent) markets	89%
Shopping (not supermarkets)	89%
Attending music events	89%
Attending culture events	89%

multiple selections possible

n = 2,548 – 2,658

OTHER ACTIVITIES

19% (City) tours

16% Visiting leisure parks / leisure facilities / animal parks

15% Visiting natural attractions / national parks / nature parks

14% Relaxing, doing nothing

13% Sightseeing tours

11% Bars / clubs / nightlife

10% Boat trips

8% Excursions ourside of the holiday resort
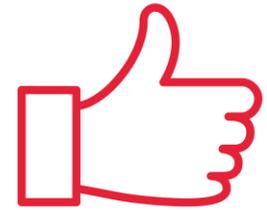
7% Activities relating to wine & winegrowers
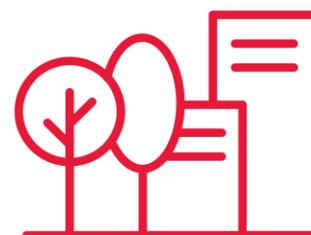
n = 2,550 – 2,658

multiple selections possible

SATISFACTION: HOW SATISFIED ARE OUR GUESTS WITH THEIR STAY?

Total destination – Top 10
(Question: How satisfied were you with your holiday as regards…?)

Townscape / cityscape / architecture	1,51
Public transport on site	1,54
Atmosphere / flair	1,63
Safety and security	1,69
Cleanliness	1,79
Arrival	1,75
Sights on-site	1,86
Hospitality	1,90
Landscape / nature	1,85
Tourist information on-site	1,94
Total (previous) stay	1,69

n = 1,636– 2,643   Scale: 1 = extremely enthusiastic 6 = rather 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.

Places of interest / attractions	1,56
Natural attraction	1,62
Art and culture offer	1,57
Event offer	1,70
Amusement and zoo parks / leisure facilities	1,72
Variety of tourist offer	1,70
(City) Guided Tours	1,61
Stroll malls / pedestrian precincts	1,76
Shopping facilities	1,9
Excursions with the ship	1,99
(Advent) markets	1,77
Party / nightlife	2,03
Public WI-FI access	2,17
Opening hours shops	2,27

n = 2,655   Scale: 1 = extremely enthusiastic 6 = rather disappointed   n = 260 – 2,561

Image – Top 20
(Question: Which characteristics would you associate with your holiday region?)

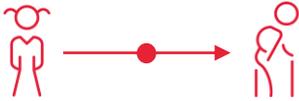|			
safe	46%	inspiring	24%
enjoyable	43%	expensive	23%
cosmopolitan	41%	modern	21%
varied	41%	spectacular	21%
traditionally	37%	family-friendly	21%
hospitable	36%	unmistakable	21%
authentic	34%	relaxing	20%
entertaining	29%	romantic	20%
sophisticated	28%	warm-hearted	19%
cozy	26%	relaxed / unconventional	16%

n = 2,651 – 2,656   *multiple selections possible*

Age of our guests

∅ 50,1

years

Education

68%

academics

Travel companion

41%

couples

Frequency of visit

52%

repeat visitors

Arrival

32%

train

Booking type

74%

online

Reason for decision

80%

sights & culture

Accommodation

78%

hotel & pensions

Recommendation

9 out of 10

(very) likely