

The Viennese holiday guest

WHAT DRIVES OUR VISITOR'S BEHAVIOR?

VIENNA GUEST SURVEY 2022/2023

As part of Tourism Monitor Austria (T-MonA)

TABLE OF CONTENTS

• GENERAL INFORMATION ON METHODOLOGY	1
• GUEST STRUCTURE	1-2
○ Age	
○ Education	
○ Surrounding area	
• TRAVEL BEHAVIOR	2-3
○ Travel companion	
○ Frequency of visit	
• TRAVEL PLANNING	3-4
○ Information source	
○ Date of decision	
○ Reasons to visit the destination	
○ Booking service	
○ Booking type	
○ Arrival	
• HOLIDAY STAY	5
○ Accommodation	
○ Overnight stays	
○ Activities	
• SATISFACTION	6
○ Total destination	
○ Further selected satisfaction ratings	
○ Image	
• KEY TAKEAWAYS	7



VIENNA
NOW ♦ FOREVER



IMPRESSUM

Phone: +43-1-211 14-0

E-Mail: survey@wien.info

These and other statistics can be found at:

www.B2B.wien.info

(Chapter: Statistics & Market Research)

Data source: Tourism Monitor Austria (T-MonA)

Publisher / Questions: Vienna Tourist Board
[Team Strategic Destination Development](#)

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.

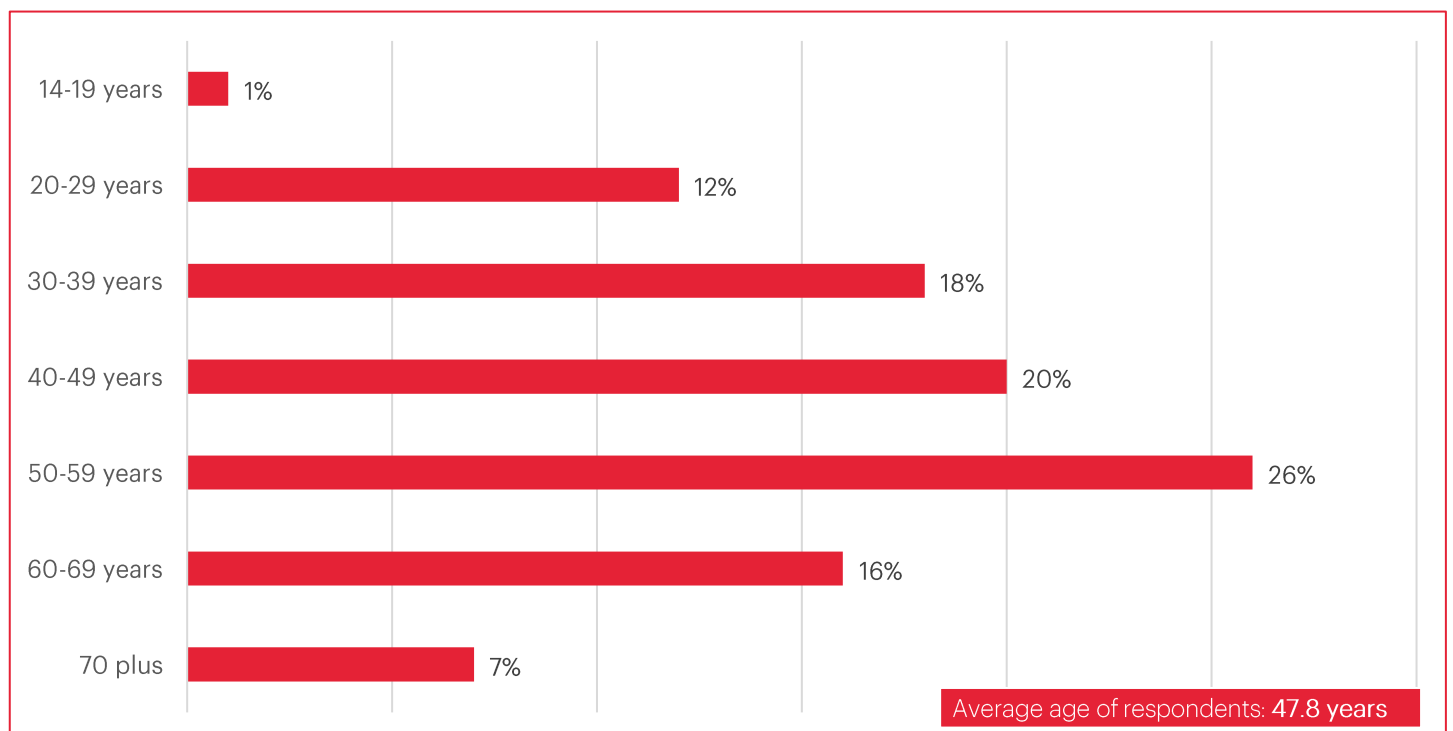
The original question can be found in (brackets).

GUEST STRUCTURE: WHO ARE OUR GUESTS?



Age

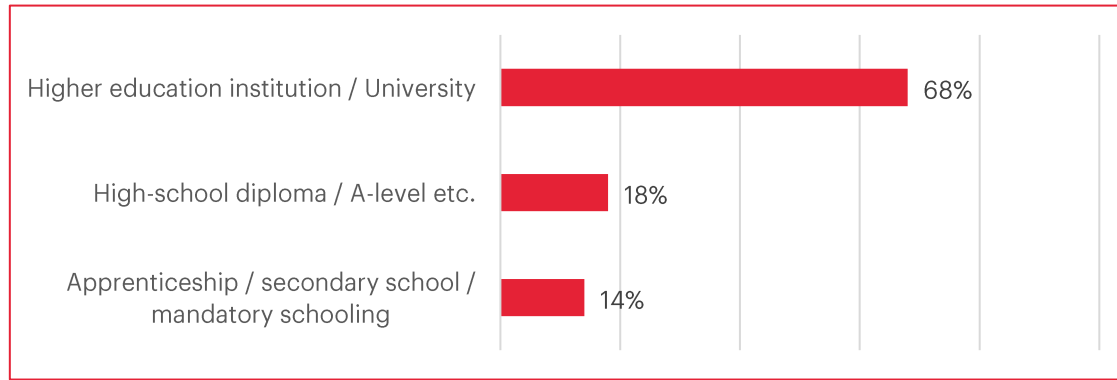
(Question: How old are you?)



n = 2,840

Education

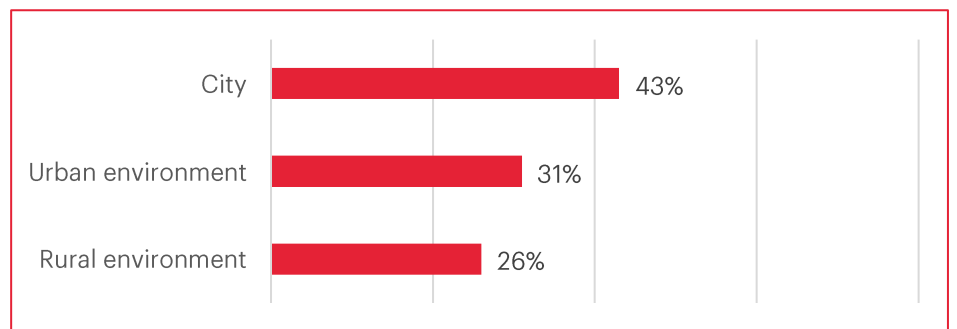
(Question: What is the highest level of education you have completed?)



n = 2,809

Surrounding area

(Question: Where is your permanent residence based?)

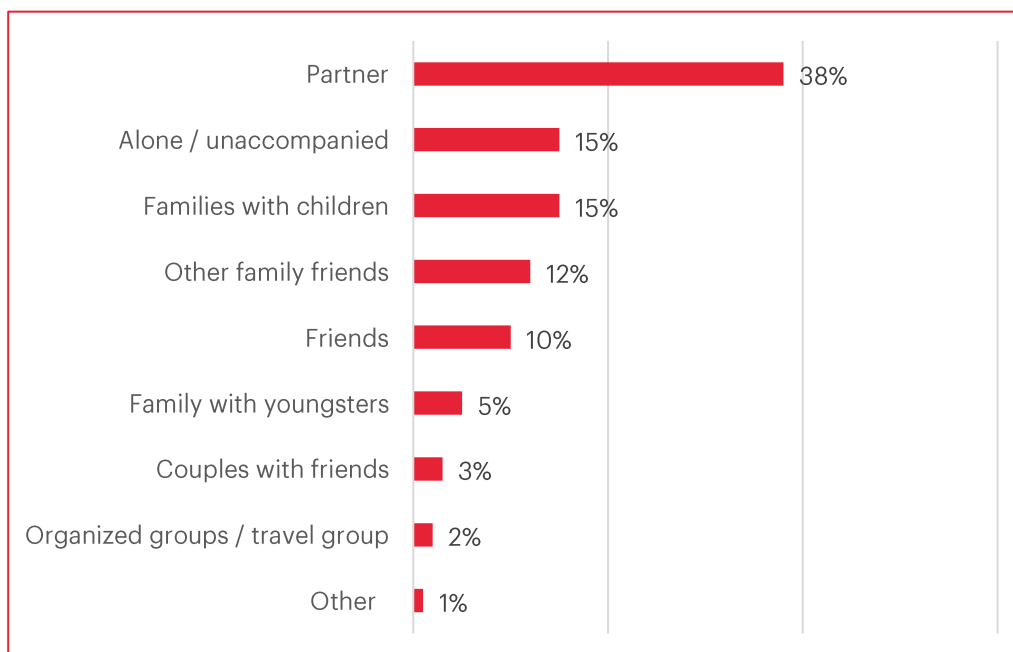


n = 2,871

TRAVEL BEHAVIOR: HOW ARE OUR GUESTS TRAVELING?

Travel companion

(Question: Who accompanied you on this trip?)

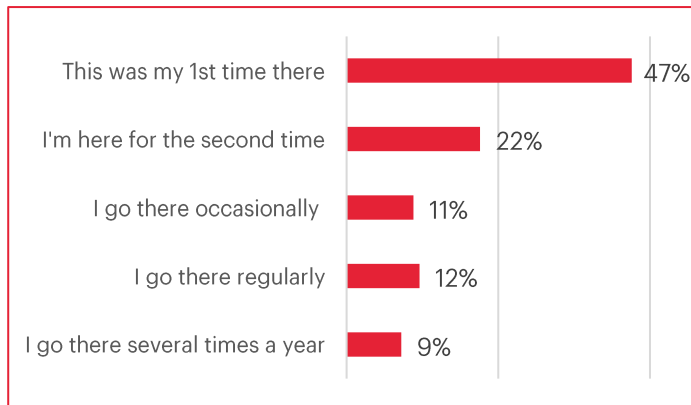


n = 2,890

Frequency of visit

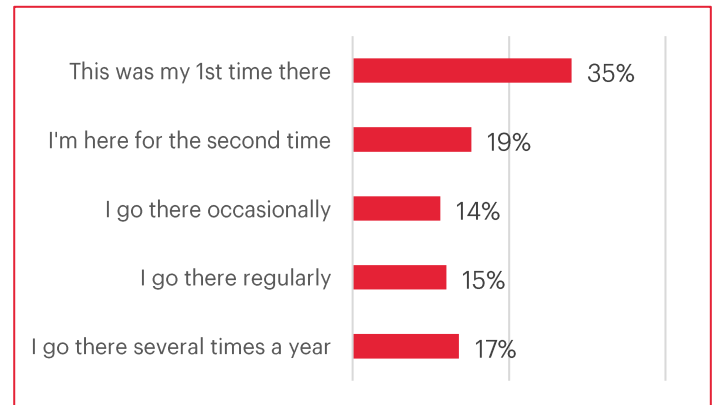
(Question: How often do you go on holiday in...?)

Frequency of visit in Vienna



n = 2,870

Frequency of visit in Austria



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?)



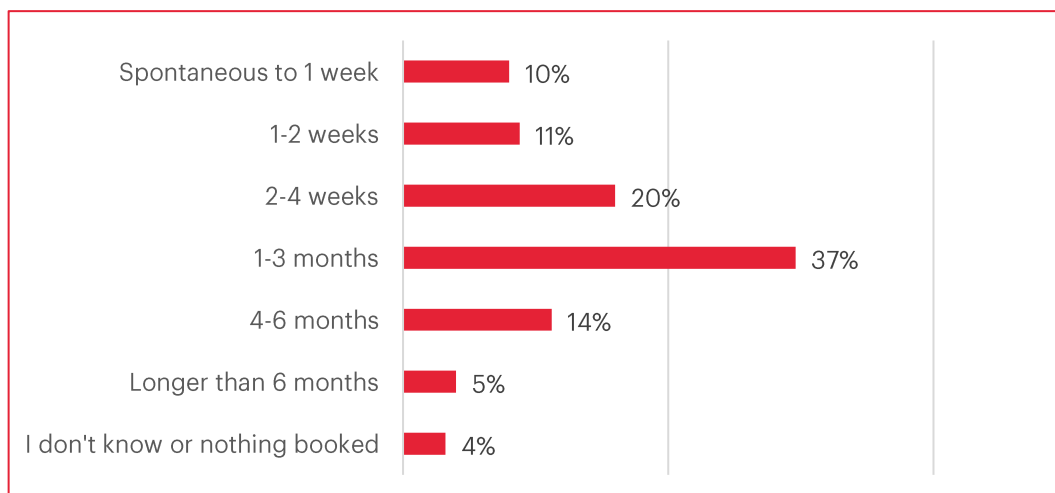
Internet (total)	40%
Search engine (Google etc.)	25%
Travel & booking portals	14%
Official website of the destination	13%
Referral	33%
Through previous visits	32%
Article in the media	22%
Travel agency / tour operator	17%
Publicity	12%
Other	20%
I don't know	5%

multiple selections possible

n = 2,890

Date of decision

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

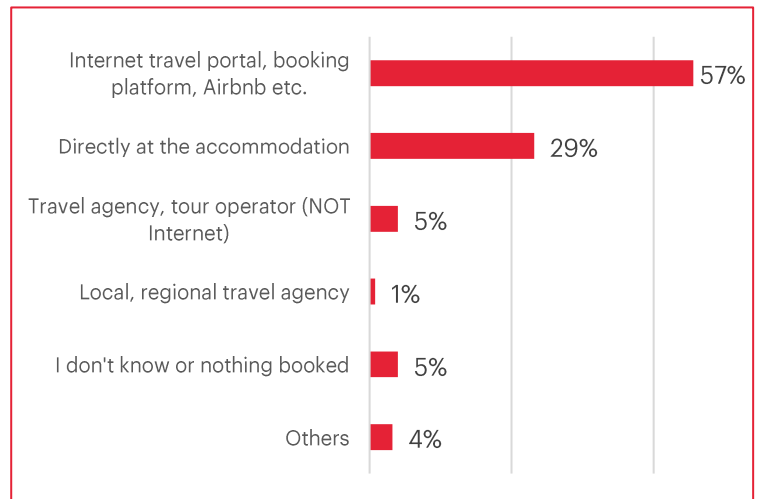


n = 2,870



Booking service

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



n = 2,789

(Question: Why did you choose this region as your holiday destination?)

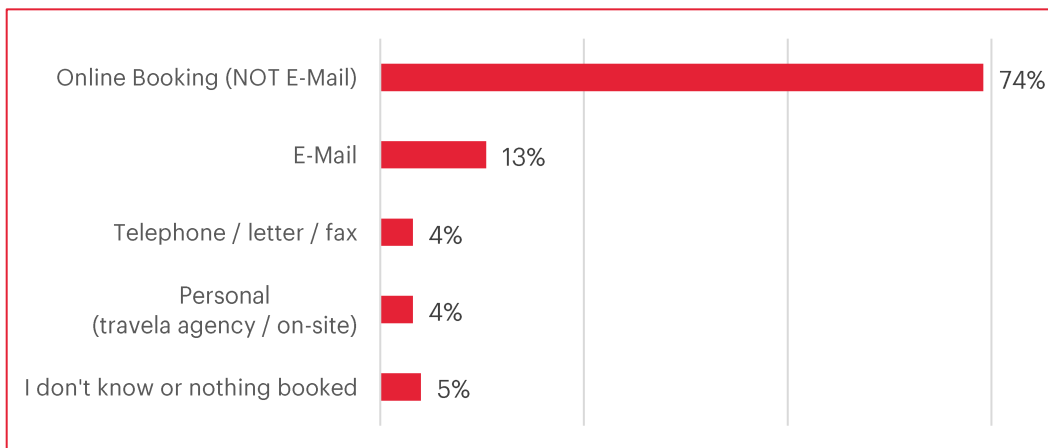
75% OF VISITORS SPECIFIED SIGHTS AND CULTURE AS THEIR REASONS FOR MAKING A TRIP TO VIENNA.



n = 2,890

Booking type

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

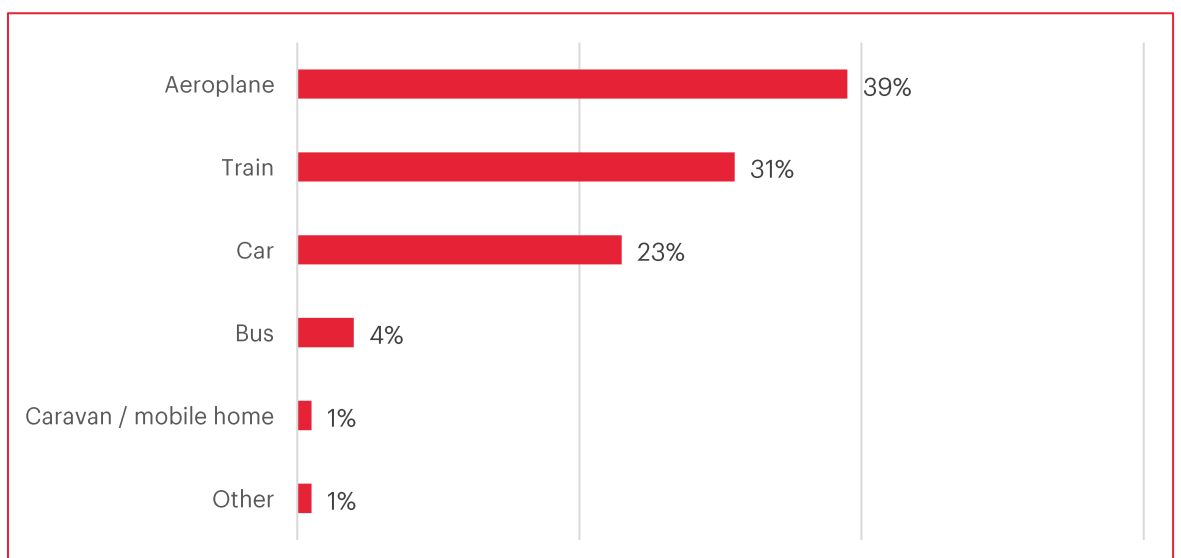


n = 2,805

HOLIDAY STAY: HOW DO OUR GUESTS EXPERIENCE THEIR STAY?

Arrival

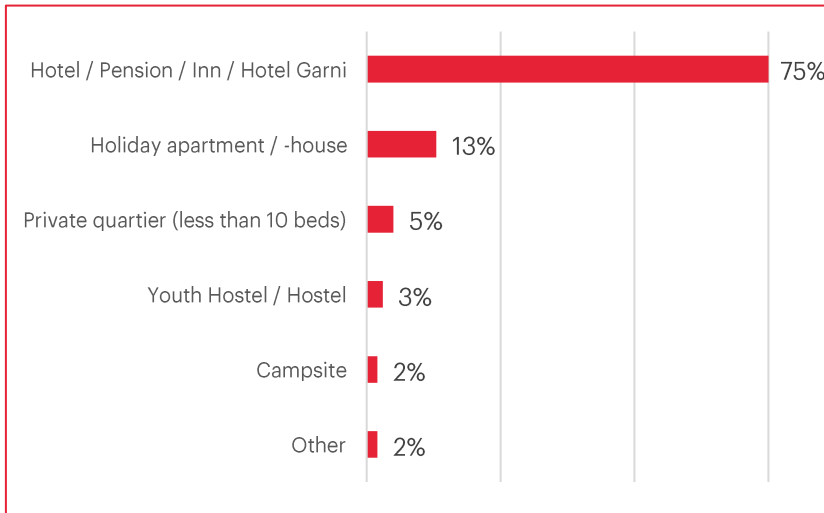
(Question: What was the PRIMARY form of transport you used to reach your holiday destination?)



n = 2,885

Accommodation

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



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?)

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 outside of the holiday resort
- 8% Activities relating to wine & winegrowers

n = 2,890

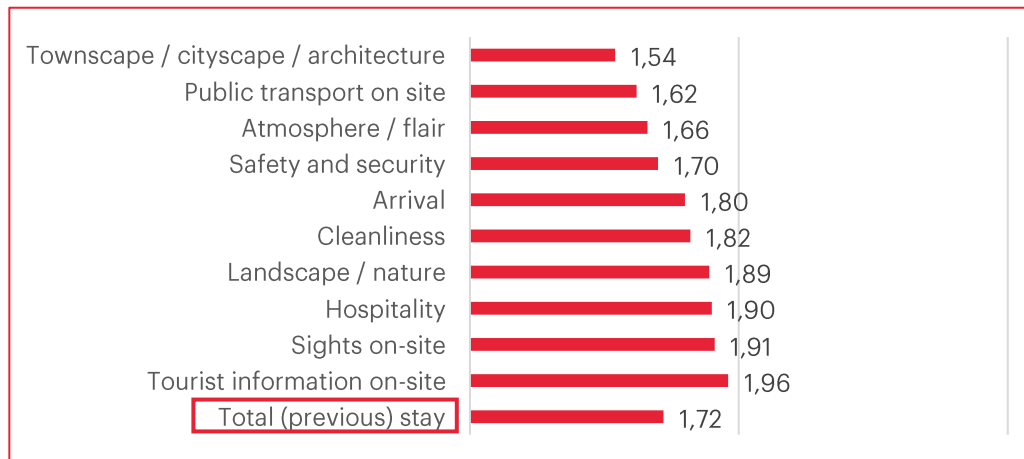
multiple selections possible



SATISFACTION: HOW SATISFIED ARE OUR GUESTS WITH THEIR STAY?

Total destination – Top 10

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



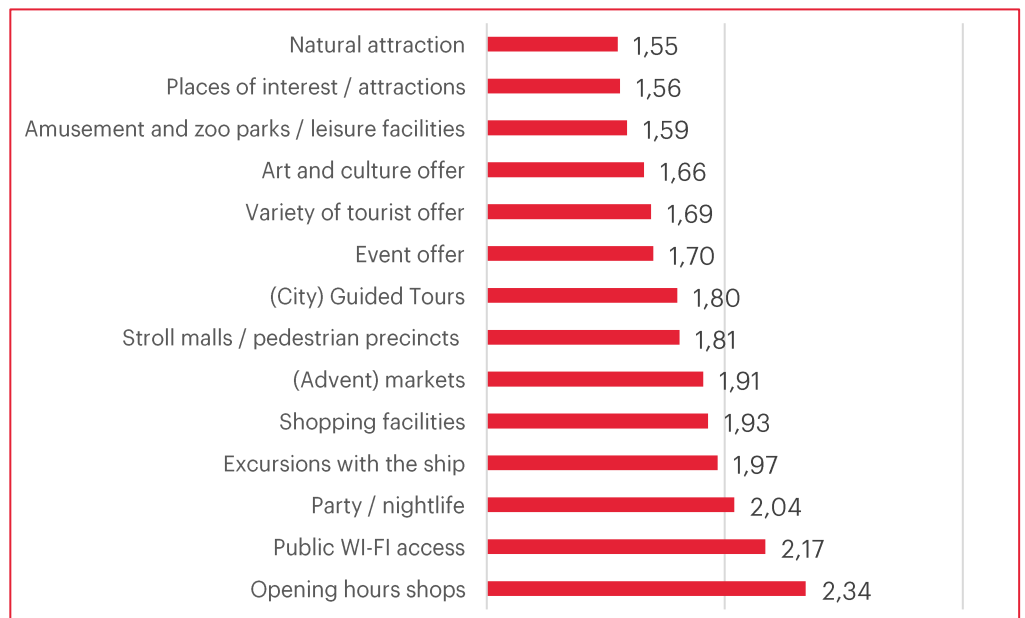
n = 2,015 – 2,875

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, acquaintances or colleagues?)

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



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

KEY TAKEAWAYS

Age of our guests

~~Ø~~ 47,8
years



Education

68%
academics



Travel companion

38%
couples



Frequency of visit

53%
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

