

Tourist Attractions in Austria

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Abstracts

Even though there was a strong trend towards health and wellness tourism observable in travel and tourism in Austria towards the end of the review period, tourist attractions still manage to record positive growth in value terms and in the number of visitors during 2013. As Austria is a country with a wealth of tradition, history and culture, it is able to offer many attractions to both inbound and domestic tourists, especially in historic buildings/sites, art galleries, museums and theatres.

Euromonitor International's Tourist Attractions in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Tourist Attractions by Category, Tourist Attractions by Channel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tourist Attractions market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

2013 Is A Favourable Year for Travel and Tourism in Austria

Austrians Increasingly Use the Internet To Book and Pay for Products and Services

Austrians Are Equally Fond of Taking Leisure Holidays at Home and Abroad

the Holiday in Austria Brand Is Promoted To 'established Post-materialists'

Favourable Outlook for Austria's Travel and Tourism Industry

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