

# Travel Retail in Austria

<https://marketpublishers.com/r/T9647E78EE1EN.html>

Date: December 2014

Pages: 15

Price: US\$ 990.00 (Single User License)

ID: T9647E78EE1EN

## Abstracts

When it comes time to book holidays, the majority of Austrians still opt for bricks-and-mortar travel retailers. In 2013, 65% of total travel retail value sales in Austria were generated offline. Consequently, going to an actual bricks-and-mortar travel agency and booking a holiday remains the default way for booking all forms of travel and tourism products and services for many Austrians. This is also closely related to the ageing of the Austrian population. During 2013, travel retail was thus...

Euromonitor International's Travel Retail 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:** Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

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

## Why buy this report?

Get a detailed picture of the Travel Retail 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.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Travel Retail Sales by Category: Value 2008-2013

Table 2 Travel Retail Corporate Business Sales: Value 2008-2013

Table 3 Travel Retail Leisure Sales: Value 2008-2013

Table 4 Travel Retail Online Sales by Category: Internet Transaction Value 2008-2013

Table 5 Travel Retail NBO Company Shares: % Value 2009-2013

Table 6 Travel Retail Brands by Key Performance Indicators 2013

Table 7 Forecast Travel Retail Sales by Category: Value 2013-2018

Table 8 Forecast Travel Retail Corporate Business Sales: Value 2013-2018

Table 9 Forecast Travel Retail Leisure Sales: Value 2013-2018

Table 10 Forecast Travel Retail Online Sales by Category: Internet Transaction Value 2013-2018

Verkehrsbüro-ruefa Reisen GmbH in Travel and Tourism (austria)

Strategic Direction

Key Facts

Summary 1 Verkehrsbüro-Ruefa Reisen GmbH: Key Facts

Summary 2 Verkehrsbüro-Ruefa Reisen GmbH: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Verkehrsbüro-Ruefa Reisen GmbH: Competitive Position 2013

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

SWOT

Summary 4 Austria: SWOT

Demand Factors

Table 11 Leave Entitlement: Volume 2008-2013

Table 12 Holiday Takers by Age 2008-2013

Table 13 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 14 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 5 Research Sources

## I would like to order

Product name: Travel Retail in Austria

Product link: <https://marketpublishers.com/r/T9647E78EE1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T9647E78EE1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970