

YEAR-ROUND TOURISM - IS IT POSSIBLE?

ALTUROS DESTINATIONS

4TH OCT 2017

presented by Christopher Hinteregger - Head of „Destinations Services“



CHRISTOPHER HINTEREGGER

Head of „Destination Services“ at Alturos Destinations, Austria

My university



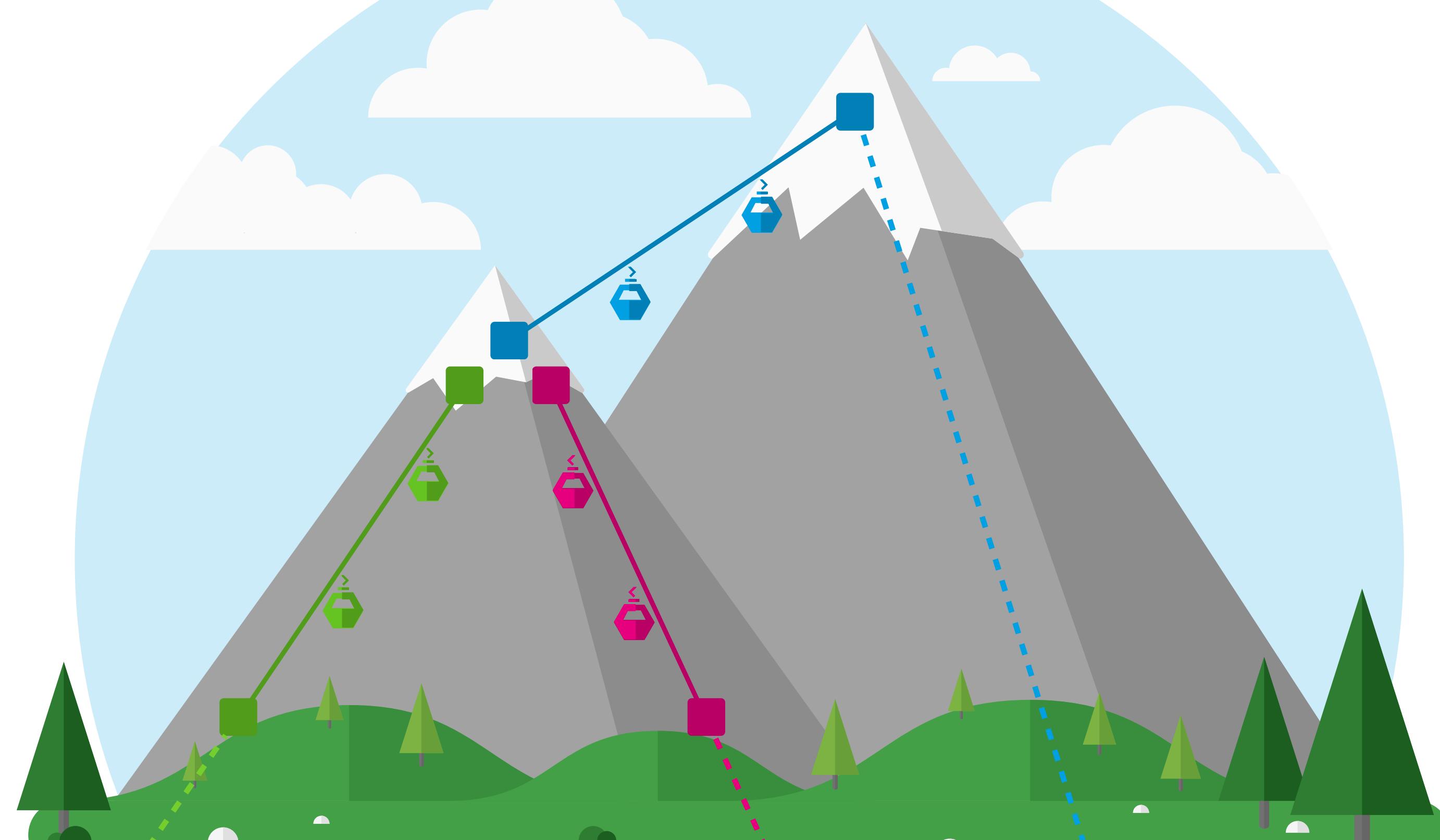
My previous companies



My current company



THIS IS ALTUROS DESTINATIONS



PEAKSOLUTION

Digitalization of the tourism products

SKILINE

Digitalization of the visitors

DESTINATION SERVICES

Generation of added value



CHRISTOPHER HINTEREGGER

Head of „Destination Services“ at Alturos Destinations, Austria

My university



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

My previous companies



Roland Berger
Strategy Consultants



My current company



My projects

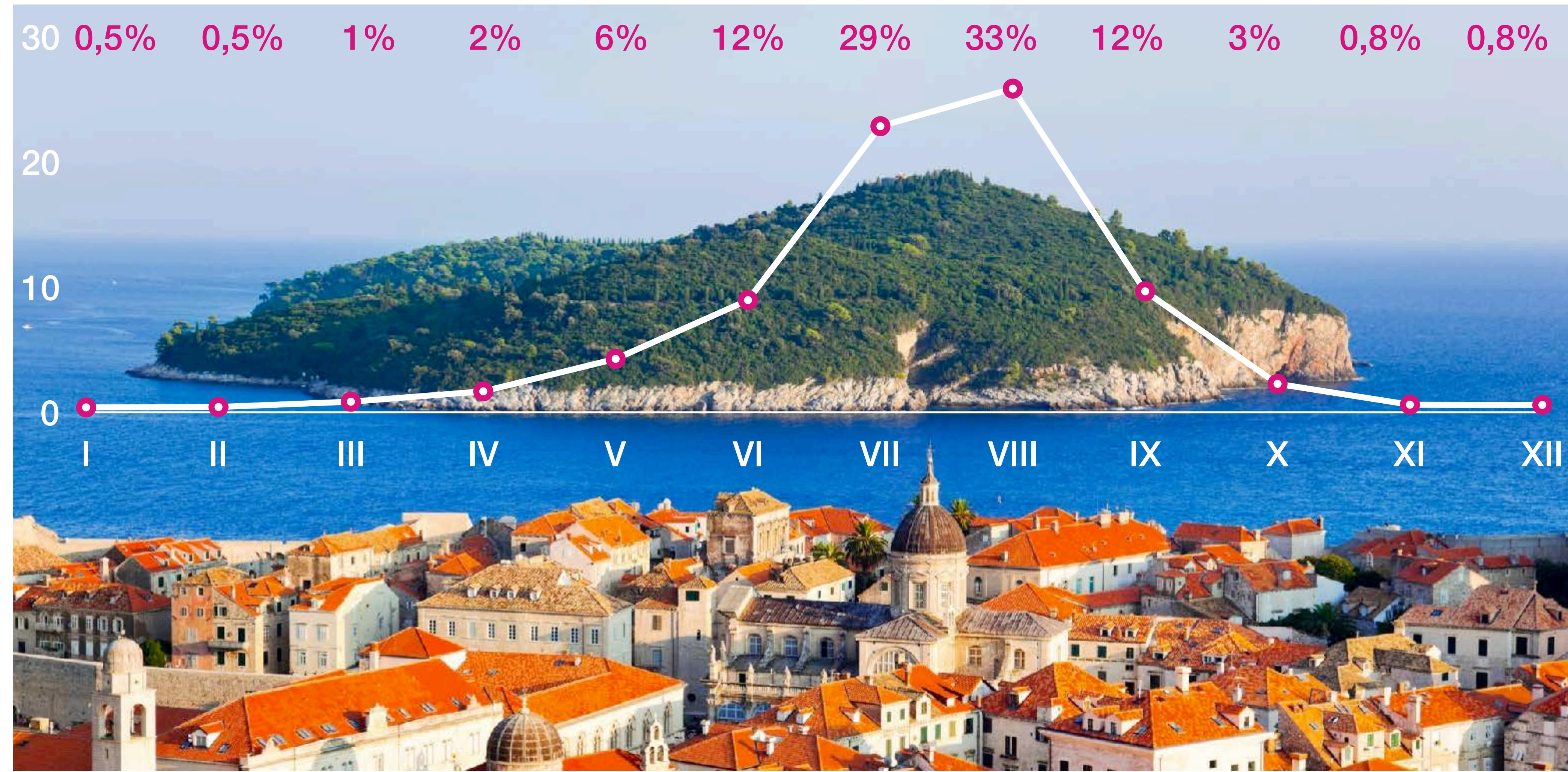


YEAR-ROUND GENERATION OF OVERNIGHTS - FROM A NATIONAL PERSPECTIVE



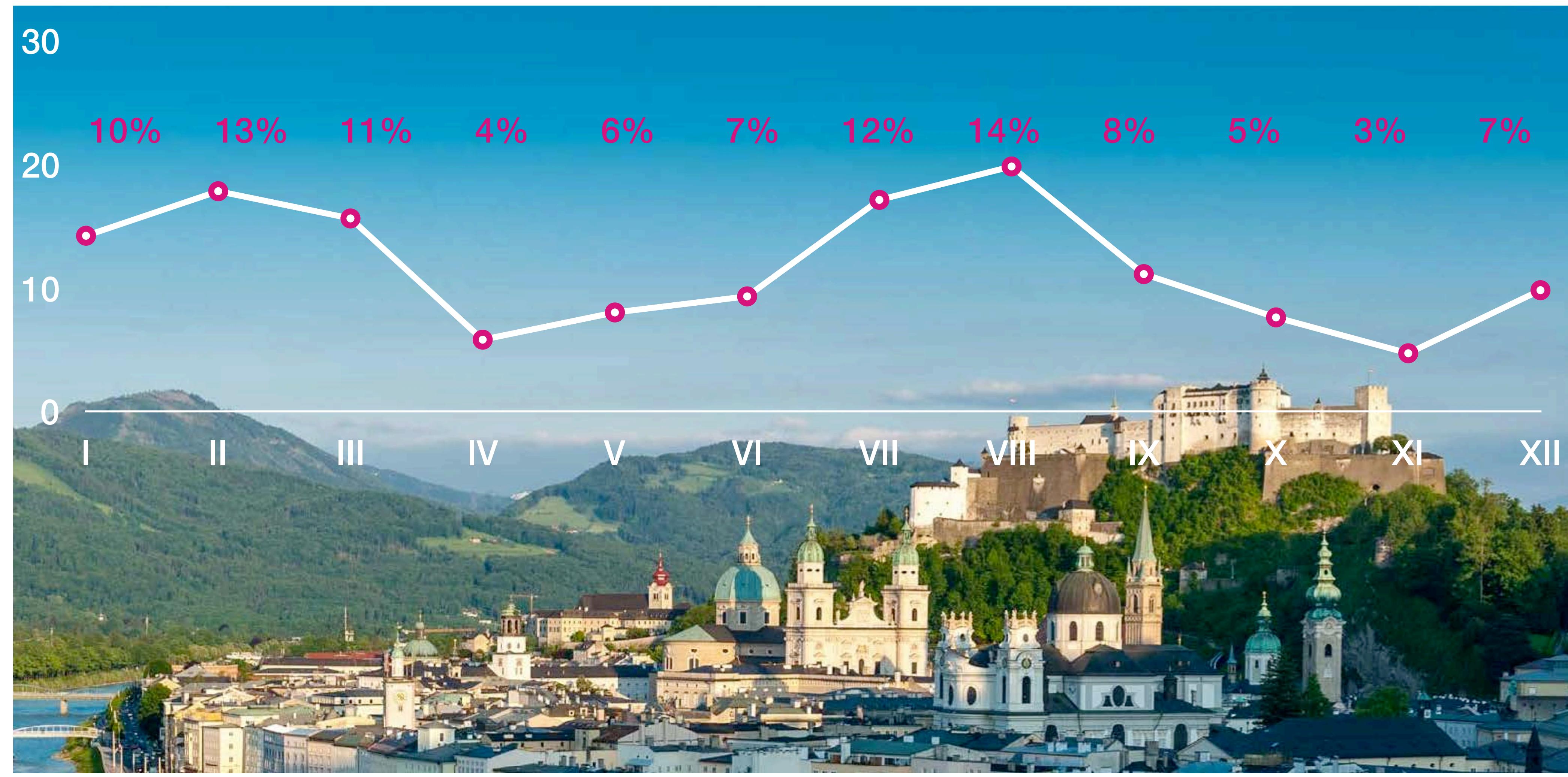
YEAR-ROUND TOURISM - IS IT POSSIBLE?

Monthly distribution of annual overnights in Croatia



IN GENERAL: IT IS POSSIBLE

Monthly distribution of annual overnights in Austria



LET'S HAVE A CLOSER LOOK

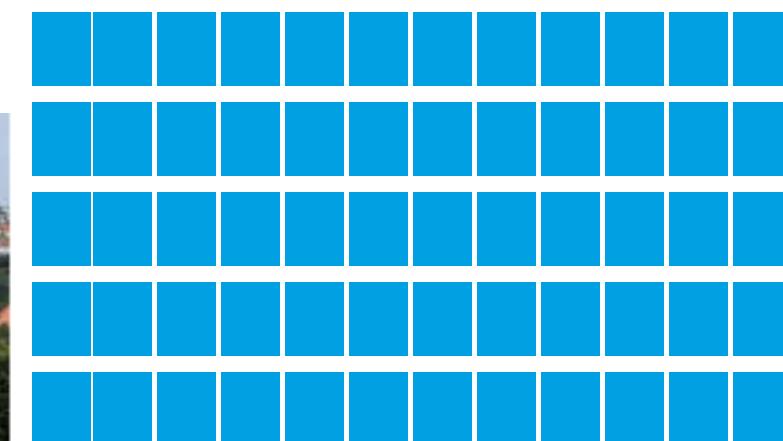
Types of tourism destinations in the Top 120 Austrian tourism destinations



CITY TOURISM IN AUSTRIA

Amount of overnights in the winter season (Nov - Apr)

Vienna



6,3 m

Linz



330 k

Salzburg



1,0 m

Villach



197 k

Innsbruck



703 k

Wals-Siez.



141 k

Graz



458 k

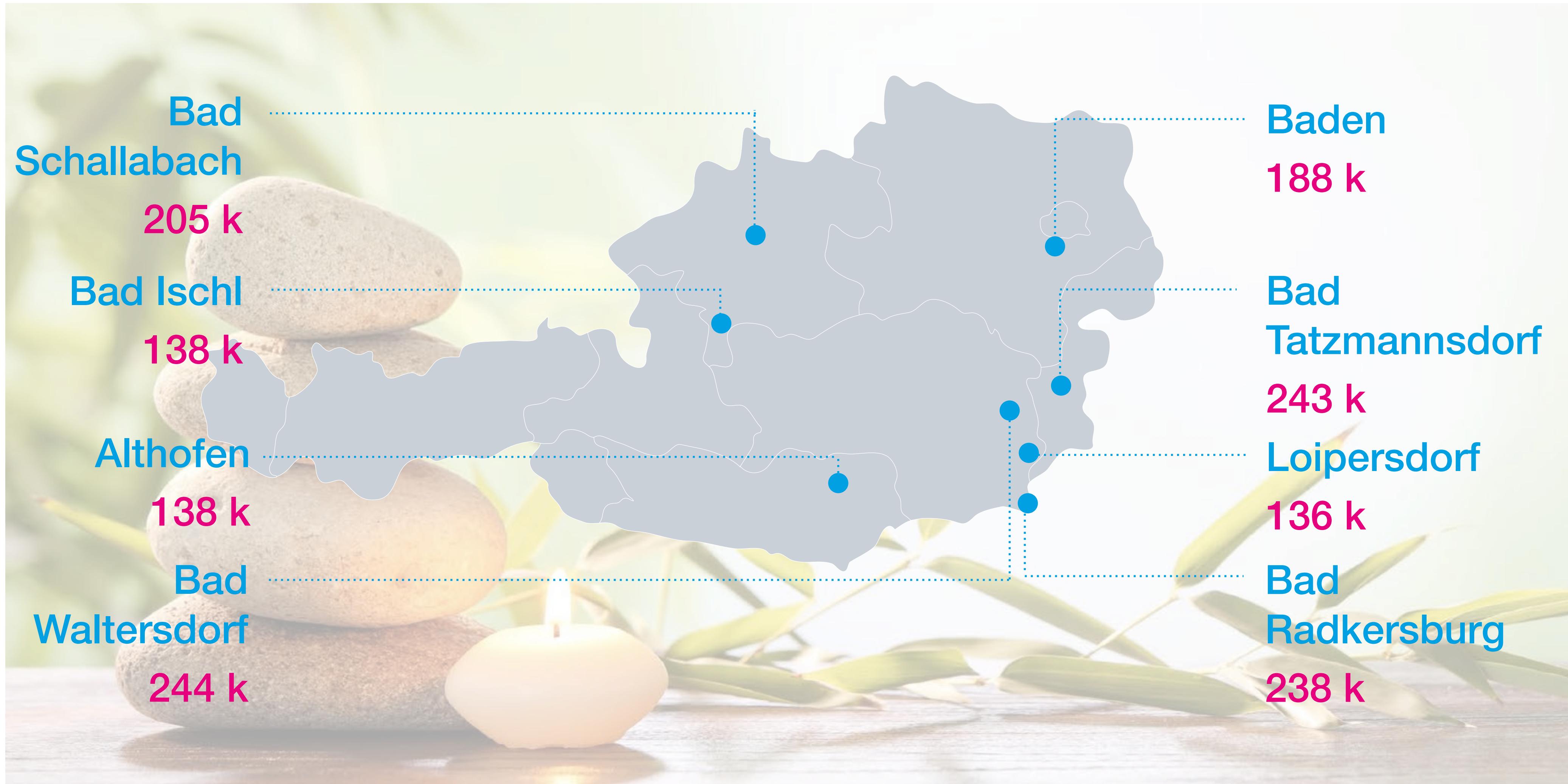
Dornbirn



127 k

HEALTH & SPA TOURISM IN AUSTRIA

Amount of overnights in the winter season (Nov - Apr)



INTERNATIONAL VS. DOMESTIC DEMAND

% of overnights by foreigners in the Top 120 Austrian tourism destinations



DOMESTIC DEMAND

Annual domestic overnights per inhabitant



4,3
overnights by inhabitant

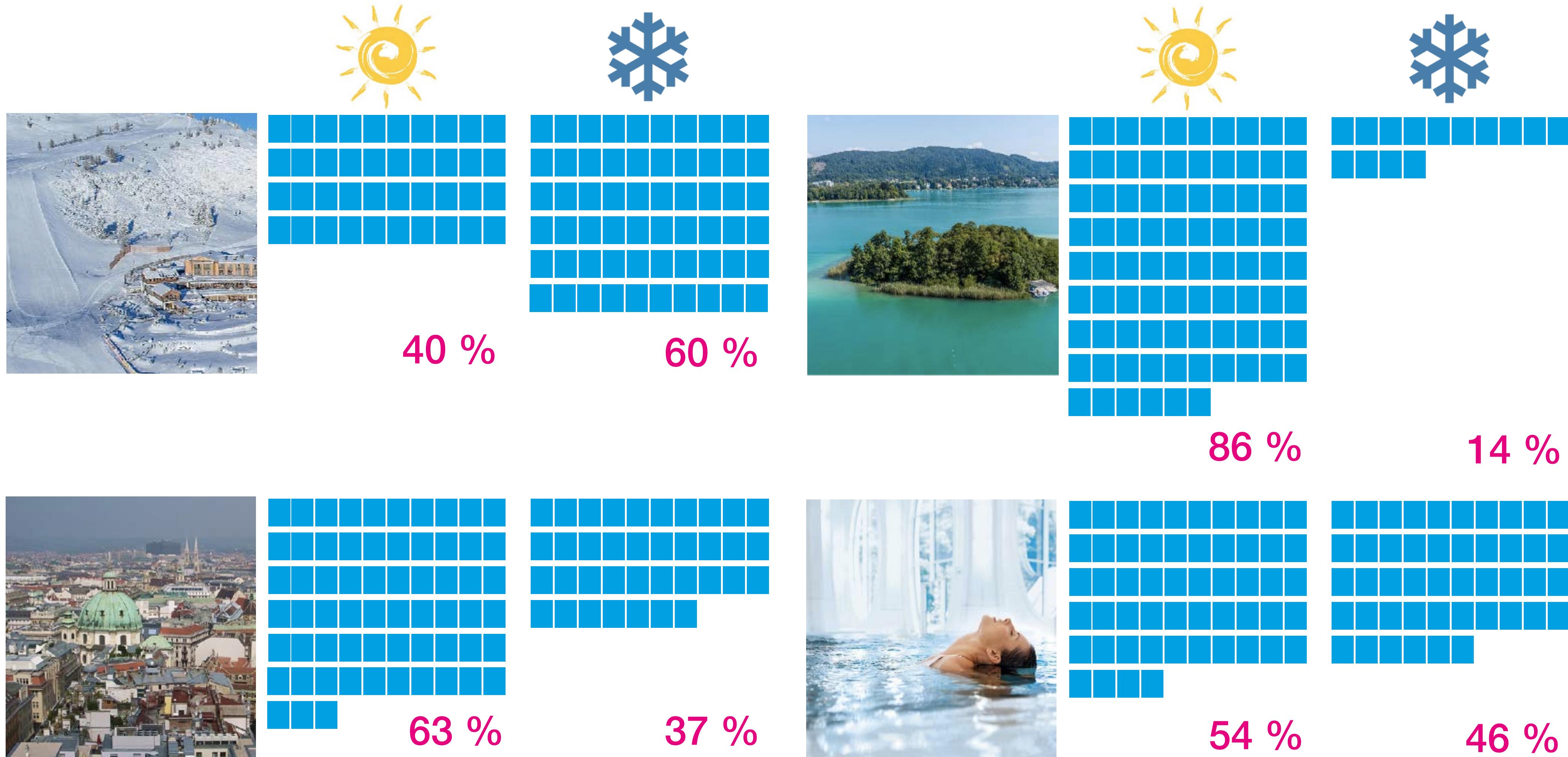


1,4
overnights by inhabitant

YEAR-ROUND GENERATION OF OVERNIGHTS - FROM A DESTINATION PERSPECTIVE

ALL-YEAR ROUND DESTINATIONS

Distribution of overnights (winter/summer) in Top Austrian tourism destinations





GET IN TOUCH

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