VISITFLANDERS Flanders State of the Art

AUSTRIA

1 / Arrivals and overnight stays in Flanders

TOTAL FOREIGN AND AUSTRIAN MARKET IN FLANDERS 2014

	Overall total foreign travellers	Austrian travellers	Ranking Austrian market
Arrivals	6,719,450	42,168	23rd
Overnight stays	14,301,624	93,234	23rd
Length of stay (nights)	**2.1**	**2.2**	

Source: VISITFLANDERS based on GDS

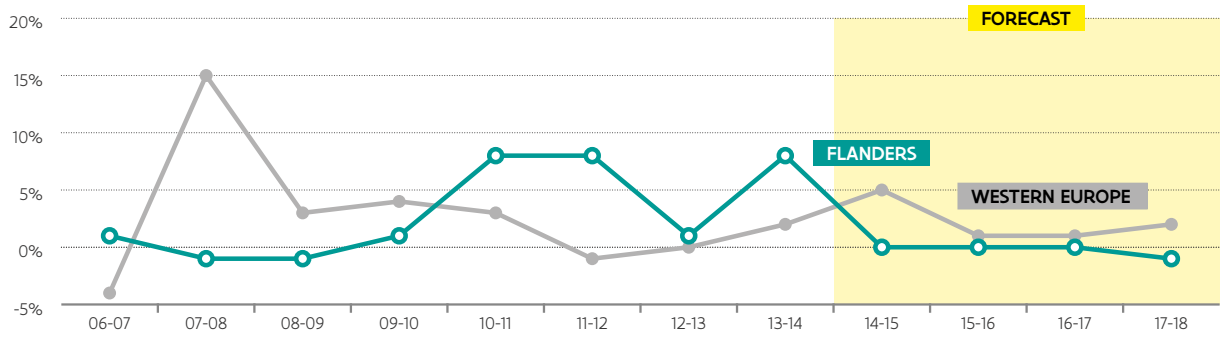
THE AUSTRIAN MARKET IN FLANDERS BY DESTINATION 2014

	overnight stays	%
Coast	2,754	3%
Art cities	67,863	73%
Flemish countryside	22,617	24%
Flanders	**93,234**	**100%**

Source: VISITFLANDERS based on GDS

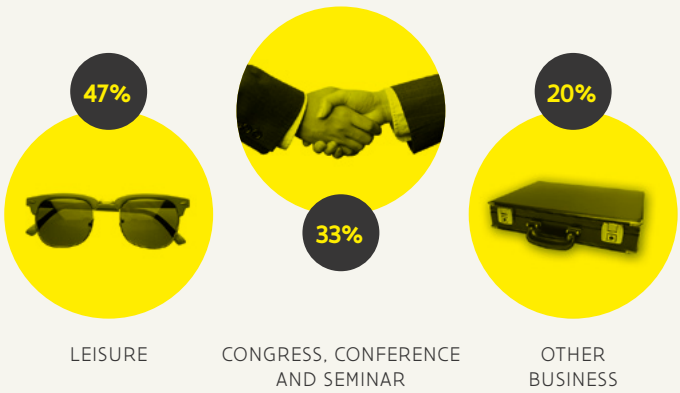
2 / Trend and forecast

TREND AND FORECAST OF THE AUSTRIAN MARKET IN FLANDERS AND WESTERN EUROPE (2007-2018, IN ARRIVALS)



Source: VISITFLANDERS based on TDM and GDS

3 / Purpose of stay

THE AUSTRIAN MARKET IN FLANDERS BY TYPE OF ACCOMMODATION , 2014 (OVERNIGHTS)

THE AUSTRIAN MARKET IN FLANDERS BY PURPOSE OF STAY, 2014 (OVERNIGHTS)