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### For every second holiday trip in 2018, accommodation or transport was booked online

**Vienna**, 2019-09-24 – According to Statistics Austria, half of the holiday trips in 2018 (49.8%) were entirely or partially booked online (main accommodation or means of transport). Online bookings were more relevant concerning holiday trips abroad (60.0%; 2017: 57.5%) than domestic trips (39.8%; 2017: 41.0%). In 2014, the share of holiday trips booked entirely or partially online was only 43.2%.

The share of online bookings concerning accommodation (41.5%; 2017: 42.9%) was significantly higher than the share of online bookings concerning the main means of transport (21.4%; 2017: 18.5%). For 7 out of 10 flights, tickets were booked online (70.8% of all air travel). More than every second train trip was purchased online (56.9%), though the share of online bookings was higher for international train trips (2018: 65.7%). For bus trips, tickets were least often booked online (30.9%).

The online booking behaviour also differs with the type of accommodation. Among the 11.4 million holiday trips to hotels in 2018, 60.3% of the accommodations were booked online, while amongst the 0.5 million camping trips, only 38.4% of the campsites were booked online. Furthermore, 57.7% of private accommodations were booked online, with 76.4% concerning travel abroad and only 34.8% in domestic travel.

### Holiday trips mainly organised without travel agents

Three quarters (74.1%) of all holiday trips undertaken by the Austrian resident population in 2018 were organised without the support of travel agencies and tour operators. In 2008, however, this share was even higher (total: 79.9%). Accordingly, the share of holiday trips partially or fully organised via travel agencies or tour operators increased from 20.1% to 25.9% of total trips.

For more information on travel habits of the Austrian population please refer to our website.

**Methodological information, definitions:** Statistics Austria conducts quarterly surveys regarding the travel habits of individuals living in Austria aged 15 and older. Every quarter, 3 000 representatively chosen respondents are interviewed by telephone (CATI). The participation in the survey is voluntary. The selection framework for the proportionally stratified sample is the Central Register of Residence. The collected information concerns data on holiday and business trips with at least one night spent and same-day trips. Data regarding the travel habits of the Austrian resident population is available since 1969.

All bookings via websites or apps from travel platforms, tour operators or travel agencies as well as direct bookings via websites or apps of accommodation or transport companies are defined as online bookings. Manually typed emails do not count as online bookings.

## Online booking behaviour related to holiday trips<sup>1)</sup> 2014–2018

	2014	2015	2016	2017	2018
<b>Domestic trips and trips abroad (in 1 000)</b>					
Domestic trips	9 573.2	9 197.7	1 0063.5	9 848.6	10 670.8
Trips abroad	8 767.6	8 709.9	9 619.5	9 752.4	10 388.0
<b>Total</b>	<b>18 340.8</b>	<b>17 907.6</b>	<b>19 683.0</b>	<b>19 600.9</b>	<b>21 058.7</b>
<b>Duration of the holiday trip (in 1 000)</b>					
Short-term trip (1–3 nights)	9 559.3	9 184.6	10 100.1	9 985.9	10 846.2
Main trip (4 and more nights)	8 781.5	8 722.9	9 582.8	9 615.1	10 212.5
<b>Total</b>	<b>18 340.8</b>	<b>17 907.6</b>	<b>19 683</b>	<b>19 600.9</b>	<b>21 058.7</b>
<b>Organization of the holiday trip (share in %)</b>					
Private	74.6	73.0	74.0	72.3	74.1
Travel agency, tour operator	25.4	27.0	26.0	27.7	25.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Online bookings</b>					
Holiday Trips (in 1 000)	7 924.2	7 976.7	9 274.8	9 643.7	10 484.8
Holiday Trips (share in %)	43.2	44.5	47.1	49.2	49.8
Domestic holiday trips (share in %)	35.7	36.2	39.7	41.0	39.8
Holiday Trips abroad (share in %)	51.4	53.4	54.9	57.5	60.0
Short-term trips (share in %)	40.7	42.4	45.7	46.9	48.2
Main Trips (share in %)	45.9	46.8	48.6	51.6	51.5
Main means of transport (share in %)	16.0	16.9	17.9	18.5	21.4
Accommodation (share in %)	36.9	37.8	40.0	42.9	41.5
<b>Online bookings by season (share in % of winter- or summer half-year trips)</b>					
Tourism winter season (November to April)	.	43.2	45.6	45.3	49.5
Tourism summer season (May to October)	44.1	44.2	48,0	50.8	50.3
S: STATISTICS AUSTRIA. – 1) With at least one night spent. Rounding differences are not adjusted. Online booking behaviour was first recorded for the reference year 2014. - "." ...no data available.					

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