

# TIROL SUMMER SEASON BROUGHT A NEW RECORD IN ARRIVALS



The Austrian state of Tirol reported a new maximum in tourism numbers in the summer season 2013. Tirol Werbung representatives said that overall there were 16.8 million overnight stays (+1.8%) and about 4.3 million arrivals (+4.1%) between May through September.

"Regarding the arrivals **this year's summer season represents a new record compared to the previous years**," said Josef Margreiter, manager of Tirol Werbung. "Despite the unpromising beginning of the season due to floods and the blockage to the Felbertauernstrasse, a very strong July and August made up for it," explained Margreiter.

The most important source market of tourists - Germany - increased by roughly 1.5% for overnight stays and 3.8 % for arrivals. Increases were also recorded for visitors from Italy, Belgium, France, Great Britain, Denmark and Czech Republic.

"Despite the economic crisis in Italy, we weren't able to record any losses, which was against our expectation and it's also going slowly uphill for British guests," said Margreiter.

As to the accommodation facilities, private vacation homes (+ 5.5 %) and commercial vacation homes (+ 3.3%) recorded again the highest increase in overnight stays. A minor increase was also recorded by the 5- and 4-star hotels (+ 1.9%) and by the 2- and 1-star hotels (+ 0.7%). A decrease in overnight stays was recorded by the 3-Star hotels (- 0.2%) and by private accommodations (- 2%).

The short trip trend also came to a stop in the summer of 2013, explained Margreiter. As compared to last year's period, the length of stay went down from an average of four days to 3.9 days.

**The results of the summer season is motivating for the future**, said the manager of Tirol Werbung. "We have a greater growth opportunity in the summer than in the winter," he added.

Even the forecast of the coming winter season is positive, according to Margreiter. "Eight out of ten accommodation establishments are currently satisfied with the level of bookings for the winter despite the fact that the last minute bookings are still to come," commented the manger of Tirol Werbung. At least a quarter of all guests book their vacation only two weeks before the start of their holiday.

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