

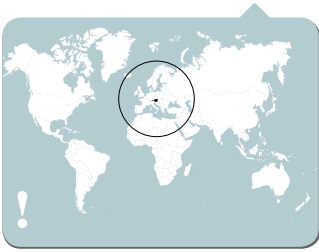


This profile was developed by the USAID/Jordan Tourism Development Project
in cooperation with Jordan Tourism Board

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OVERVIEW



In 2009, 5.3 million Austrians undertook 17.2 million holiday trips; slightly more than half of the trips were domestic (52.4%). Austria itself is a popular short holiday destination for Austrians. While the average length of stay for domestic holidays stands at 3.8 nights, holidays abroad reach an average of 7.6 nights. Accordingly, this accounted for more overnights at foreign destinations (64.5%) as per Statistics Austria.

The same source reveals that 1.1 million individuals living in Austria undertook at least one business trip within Austria or abroad in 2009. In total, 4.1 million business trips were taken. Slightly more than half of the business trips (52.6%) were domestic and 77.6% of the business trips lasted no longer than three overnights. Most business trips abroad went to Germany (39.6%).

With spending totalling US\$10.8 billion in 2009 (-6.3% over the previous year in local currency terms), Austria ranked 22nd in terms of spending on travel and tourism abroad (down from 20th in 2008), according to the World Tourism Organization (UNWTO). Preliminary estimates point to stagnation in spending in the first half of 2010.

The outbound travel market is dominated by short-haul trips to other European destinations, with 59% going to other parts of Western Europe (led by Germany and Italy) and 28% to Eastern Europe (led by Croatia). Africa is the next most popular region, attracting 5% of Austrian trips in 2008 according to the Austrian National Tourist Office (ANTO by its English initials).

Jordan received just over 7,300 visitors from Austria in 2009 (according to MOTA), 0.04% of total Austrian Outbound Travel.

COUNTRY BRIEF

Currency The Euro, in its early years as the common European currency, suffered a period of weakness against the US\$ and therefore the Jordanian Dinar (JD), but it rose steadily from an average of US\$1:€1.12 in 2001 to US\$1:€0.68 in 2008.

After the financial crisis of September/October 2008, the Euro fell sharply against the US Dollar, but by the end of 2009 it had largely recovered. It slipped back slightly in the first two months of 2010.

	Avg. 2008	Avg. 2009	31 Dec 2009	1 Feb 2010
Euro (€) per US\$	0.68	0.72	0.70	0.72
Euro (€) per JD	0.96	1.01	0.98	1.01

Table 1 - Currency Exchange Rates Euro € against US\$ & JD (2008-2010)

Source: International Monetary Fund (IMF); Economist Intelligence Unit (EIU)

This is an important factor for consideration both in terms of pricing tourism offerings and also in terms of market competitiveness as currency inflation or deflation can have significant effects.

Population The UN Population Division estimates the population of Austria in 2010 at 8.4 million, growing by 0.3% per annum.

The population profile can be broken down as follows:

0-24 years: 27%	25-59 years: 50%	Over 60 years: 23%
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Table 2 - Age Distribution in Austria

Source: UN Population Division

Austria's population is in negative growth and is forecast to start declining slowly from the middle of the next decade. The population projection for 2048 is just under 7.6 million residents.

The population aged between 35 and 44 is predicted to decline at the highest rate, with those aged 70+ forecast to increase at an annual rate of more than 1% over the same time period. By 2048, almost a quarter (25%) of the population is expected to be 70+ years old (compared with 12% in 2008).

Ancestry & Migration The 2001 census revealed that 700,000 foreigners were living in Austria. The largest foreign nationality groups included Turks, , the Italian Tyrol, citizens of the former Yugoslavia and German-speakers from Germany and Switzerland . The Slovenes of Carinthia, Hungarians of Burgenland and Romanis (Gypsies) are officially recognized as ethnic minorities in Austria.

There are significant numbers of people of Austrian/German descent living in neighboring countries which used to be part of the Austro-Hungarian Empire, but (by European standards) relatively little Diaspora in other countries.

According to Current Index Statistics (CIS) data, the following ethnicities reside in Austria:

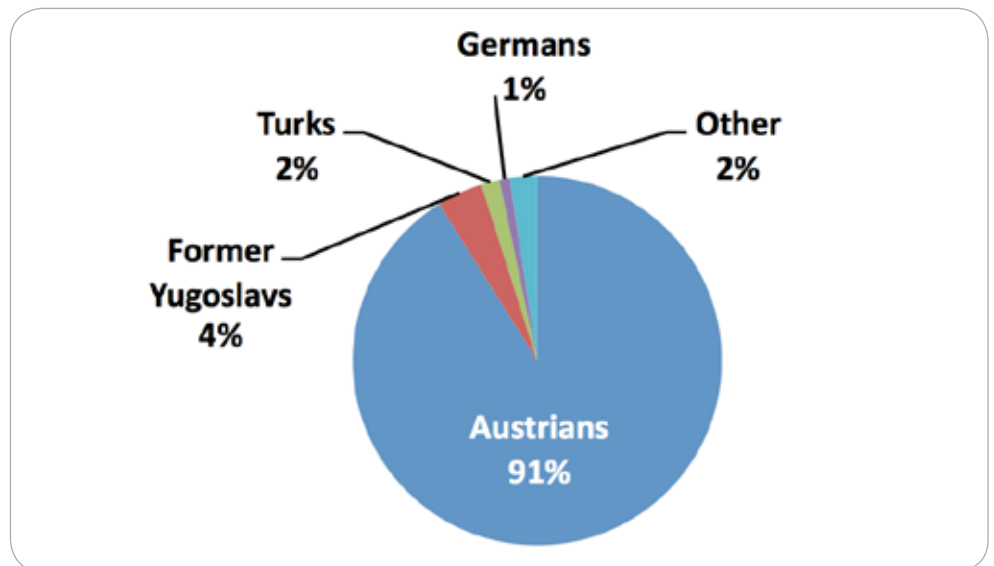


Figure 1 - Ethnic Distribution in Austria
Source: CIS data / 2001 census



Former Yugoslavs include Croatians, Slovenes, Serbs and Bosnians

Language & Religion German, the official language, is the mother tongue of approximately 90% of the population; minorities speak Turkish, Hungarian and a variety of Slav and other languages.

With high educational standards, it is common for Austrians to have some command of at least one additional language, usually English or French.

Some 66% of Austrians are registered as Roman Catholics and 4% as Lutherans. Around 4% are Muslim (mainly from Turkey, Albania and Bosnia-Herzegovina).

Economic Trends Economic growth in Austria has followed the Euro zone average very closely in recent years and faced similar problems in 2008-09. Its financial sector has been particularly exposed to the financial crises in neighboring countries to the East.

	2007	2008	2009	2010f
GDP (US\$ billion)	373	417	382	366
Real GDP Growth (%)	3.7	2.2	-3.9	1.6
Inflation	2.2	3.2	0.4	1.5

Table 3 - Key Economic Indicators 2007-2010f
Source: IMF; EIU



f: forecast

As in much of the Euro zone, recovery in 2010 is expected to be gradual, with an emphasis on exports rather than domestic consumption. The main residual problem will be in the heightened levels of unemployment and the need to reduce the public sector deficit. Nevertheless, the outlook for 2010 is improving.

Consumer Confidence The Bank of Austria reports that consumer confidence in the country remained robust at the beginning of 2010, in spite of the renewed economic uncertainties in Germany and to the east.

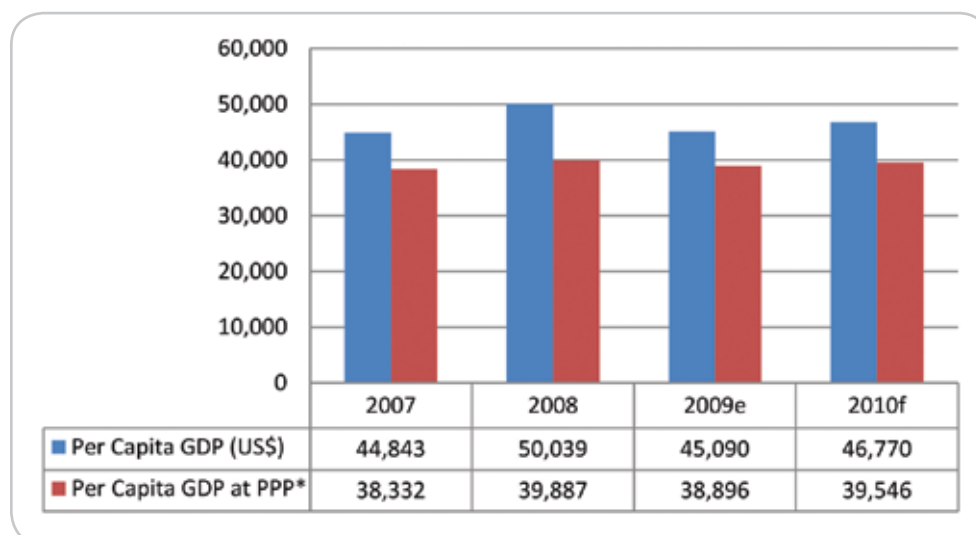


Figure 2 - Consumer Confidence Indicators
Source: Bank of Austria



PPP: Purchasing Power Parity
f: forecast
e: estimate

TRAVEL TRENDS OF THE AUSTRIAN MARKET

Outbound Trips The global economic climate did not hinder the development of Austria's outbound tourism in 2009. According to Euromonitor International, Austrians undertook 10 million trips to destinations abroad, registering a 1% growth. Business trips remained almost stable at 2 million and leisure trips grew by 1% to 8 million.

	2005	2006	2007	2008	2009e
Holiday Trips (million)	6,564	7,684	7,559	7,468	8,178
% Annual Change	-3.4	17.1	-1.6	-1.2	9.5

Table 4 - Austria's Outbound Holiday Trips: Volume 2005-2009

Source: Statistik Austria, Reiseverkehrsbilanz; OeNB



e: estimate

The growth in outbound holiday travel in 2009 follows two years of modest declines. There was a massive 17.1% surge in numbers of trips in 2006, setting a new benchmark.

Some 1.9 million foreign business trips were taken in 2009 (down 12.0% on 2008) more than 75% of these business trips were for less than 4 nights – and 40% were to neighboring Germany.

However, propensity for leisure travel has increased sharply in recent years:

- 59% of Austrians now take at least one holiday a year of a minimum 4+ nights.
- 64% of Austrians on holiday travel to foreign destinations.

In 2009, a slight increase in the number of outgoing MICE travelers was recorded. The actual economic situation usually does not have an immediate impact on MICE tourism. This and the fact that a few important annual congresses chose countries other than Austria to hold their meetings due to demand created by the football tournament, were the two main reasons for this development.

Nearly 60% of trips by Austrians are made to countries in Western Europe and 28% to Eastern Europe. With a share of 5%, Africa is the next most popular region to visit. Long-haul destinations attract 9% of the Austrian market, a lower share than for most European markets.

Germany is traditionally the first destination country for Austrian travelers. Thus, 20% of all outbound tourists traveled for Germany in 2009, accounting for 2.2 million trips, up 1% on the previous year. Italy ranked second with 1.9 million trips (up 2%). These were followed by Croatia with 1 million trips and a 1% growth.

Portugal recorded the highest growth in overall departures, up 7% in 2009 over the previous year. The most ambivalent result was shown by the UK. While the number of business departures dipped 3% to reach 44,300, leisure departures increased by 2% to reach 158,000.

	2004	2005	2006	2007	2008	2009
Italy	1,642	1,420	1,733	1,565	1,606	1,740
Germany	828	870	947	992	1,057	1,094
Croatia	685	672	842	844	724	894
Spain	383	311	479	426	431	452
Greece	423	409	407	401	340	393
Other Short-haul	2,143	2,312	2,666	2,667	2,493	2,831
Long-haul	692	570	611	663	815	775

Table 5 - Leading Destinations for Austrians 2004-2009 ('000)
Source: Statistik Austria, Reiseverkehrsbilanz; OeNB

For main annual holidays only (excluding secondary trips and short breaks), the following are the main destinations visited with their respective share of trips by Austrians (in order of preference):

- Italy (20.1%)
- Croatia (11.3%)
- Germany (8.9%)
- Spain (7.4%)
- Greece (6.3%)
- Turkey (4.9%)
- Egypt (4.0%)
- Followed by France and Hungary.

The USA is the only long-haul destination in the top ten.

Among Middle East countries, Egypt is by far the most popular destination for Austrians, followed distantly by Israel, then Syria, Jordan and Lebanon.

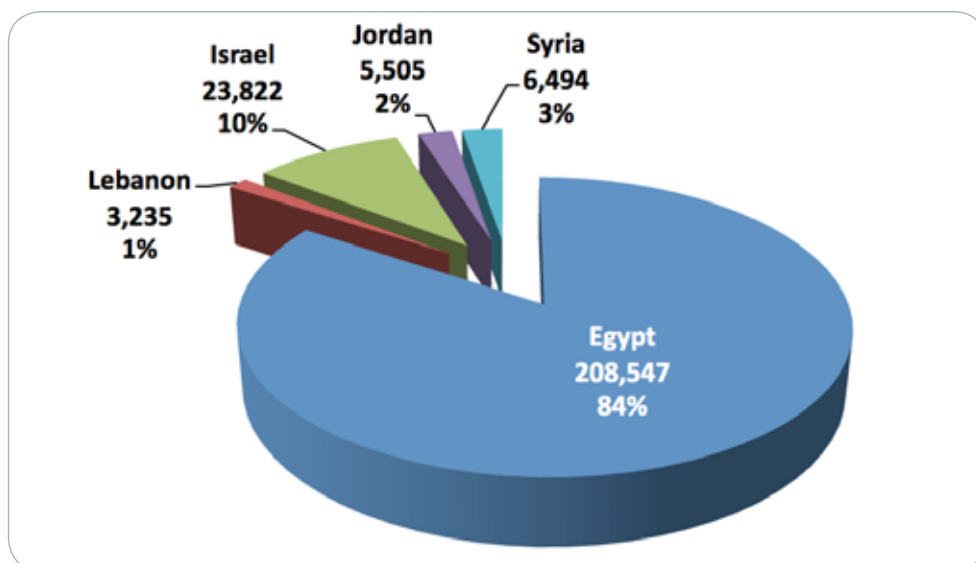


Figure 3 - Competing Destinations in the Region 2008
Source: UNWTO



e: estimate

International Travel Expenditure

Austrian expenditure on travel abroad has shown only modest annual increases over the past five years or so.

	2005	2006	2007	2008	2009e
Total (US\$ billion)	9.3	9.6	10.6	11.4	12.0
% Annual Change*	0.4	1.8	0.8	0.2	5.0

Table 6 - Austrian International Travel Expenditures 2005-2009
Source: Statistik Austria, Reiseverkehrsbilanz; OeNB



* Growth in local currencies
e: estimate

Preliminary indications, based on the first six months of 2010, point to stagnation in spending abroad.

At approximately US\$1,150, average spending per trip is relatively high by European standards.

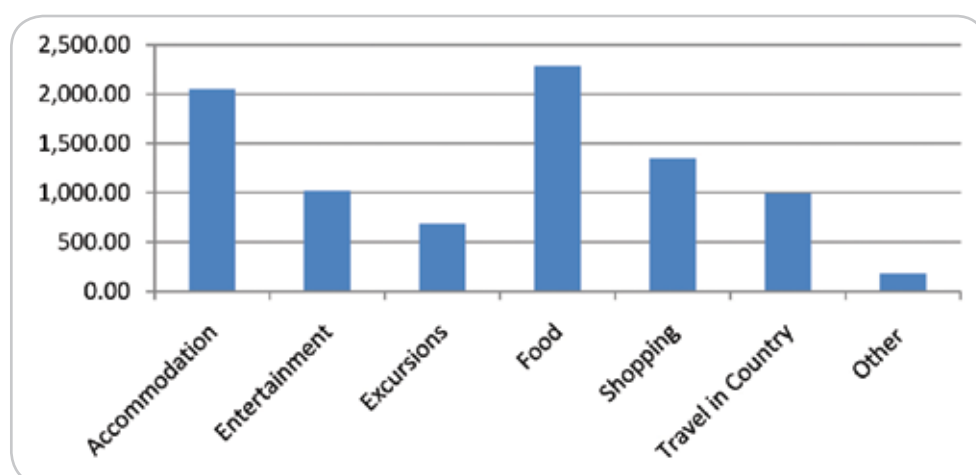


Figure 4 - Outbound Tourist Expenditure by Sector, 2009

Source: Euromonitor International



“Other “ includes travel agent services

“Entertainment” includes attractions, theatres, guided city tours, etc

“Food” includes restaurants

Seasonality & Average Length of Stay

Outbound tourism follows the general trend towards shorter trips. Trips of 14 overnight stays and longer have become unpopular and as such many agents no longer even offer them. Short trips enable the opportunity to travel more than once a year and city breaks with just a few overnight stays have become popular recently.

Of the 8.2 million holiday trips taken abroad by Austrian adults (15+ years) in 2009, 6.0 million were trips of 4+ nights (up 11.7% on 2008) and 2.2 million short breaks of 1-3 nights (up 3.9% on 2008).

The main months for international travel from Austria are during the school holidays at Christmas/New Year (December-January), Easter (March-April) and the peak summer months (July-September).

The main seasons for business trips are between March and June and September to October. More than 65% of all business trips take place during these times, while months such as July, November and December register less than 4% each.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1/6			2-5	1/13-14	3		15		26	1	8/25-26

Table 7 - Public Holidays in Austria

Source: JTB MBR Austria

The main school holiday periods vary, in 2010 they fell as follows:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1-6			1-6		3 →	→	→	→5			24-31

Table 8 - School Holidays in Austria

Source: JTB MBR Austria

Employees are typically entitled to a minimum of 25 days annual leave. There is no official maximum holiday allowance. Public offices are also entitled to various special categories of leave, including casual leave, medical leave and maternity leave for women.

Austrian Traveler Profile Lead times for travel to Jordan are not known, but around 60% of trips are decided upon between one week and three months before departure.

Shorter lead times and last-minute bookings are reportedly increasing, which is impacting small tour operators and travel agencies, a number of which had to close down in 2009 due to lack of business.

The most important information source when making holiday plans are recommendations from family and friends (35%), followed by the internet (24%).

Austrians consider holidays important – most tend to take holidays lasting up to a week, although they would like to stay longer.

The summer months are the preferred months for travel.

Austrians look for value for money and expect good facilities, food and service at their destinations. They are demanding, but relaxed and friendly travelers.

Austrians do not like to be mistaken for Germans.

Recent surveys have shown that the three most influential factors for choosing a holiday destination are welcoming service, the price-performance-ratio and the beauty of landscapes. The regional cuisine of a destination also has a certain power of attraction.

Recreation at the beach was the most important general reason to travel in the summer of 2009. However, it lost out slightly to friends and family visits (often combined with the opportunity to stay at no cost), which was the second most important and slightly growing motive, up 1%.

The 8.2 million holiday trips taken in 2009 were split as shown in Figure 5:

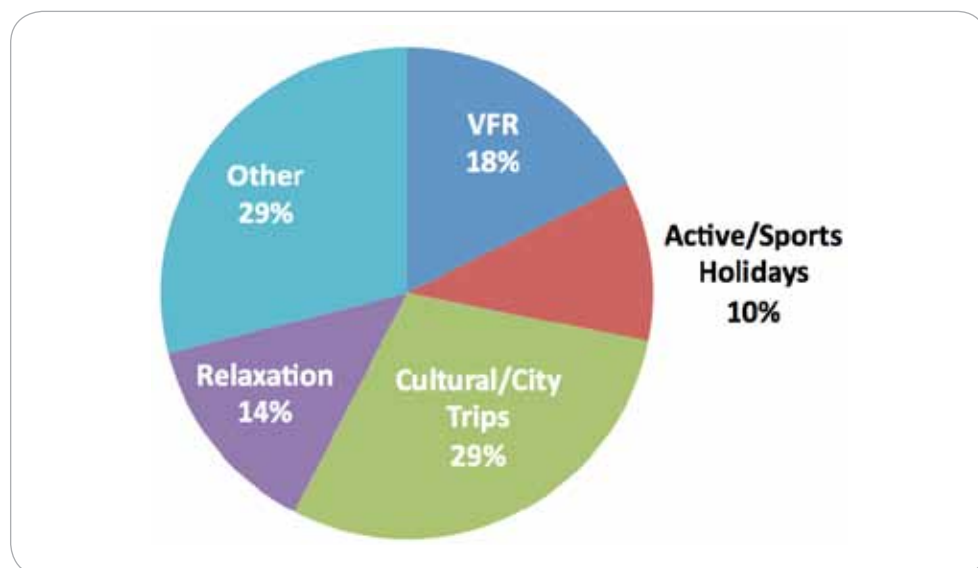


Figure 5 - Percentage of Austrians Traveling Internationally by Purpose of Trip, 2009
Source: Statistik Austria, Reiseverkehrsbilanz; OeNB

Package Tours and families constituted the largest travel groups among outbound Austrian travelers in recent years.

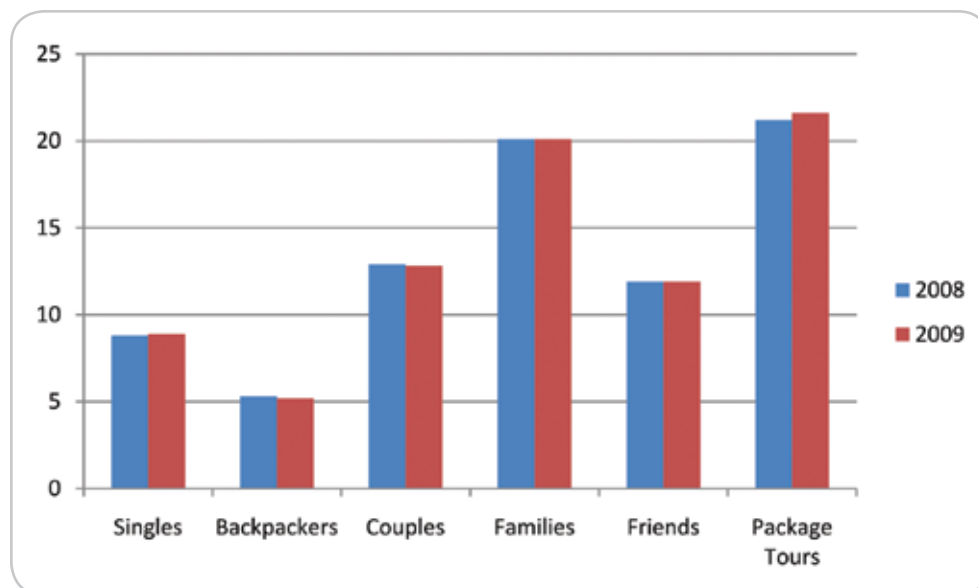


Figure 6 - Austrian Leisure Departures by Type (%)
Source: Euromonitor International / Country Sector Brief

AUSTRIA TRAVEL TRENDS TO JORDAN

Tourism Arrivals in Jordan from Austria With the exception of 2008, Austria has been a strong growth market for Jordan, albeit from a low base.

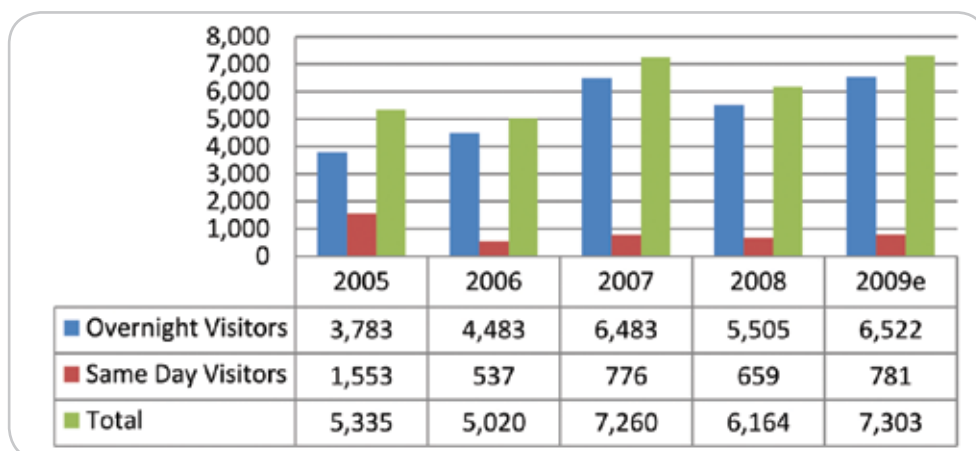


Figure 7 - Austrian Arrivals to Jordan 2005-2009e
Source: Ministry of Tourism and Antiquities (MOTA)



e: estimate

The growth between 2006 and 2007 was due to an increase in flight capacity, with Royal Jordanian and Austrian Airlines both operating direct flights for the first time. This was followed by significant cutbacks in 2008, resulting in a 15% drop in demand.

Seasonality in Jordan According to the 2006-07 National Tourism Visitor Survey (NTVS), Austrians stay an average of 13.8 days in Jordan, very close to the global average of 13.6 days.

Figure 8 shows the seasonality in Jordan for Austrian travelers, which follows the “traditional” pattern of European high and low travel seasons to Jordan, with Spring and Autumn months seeing highest arrival numbers:

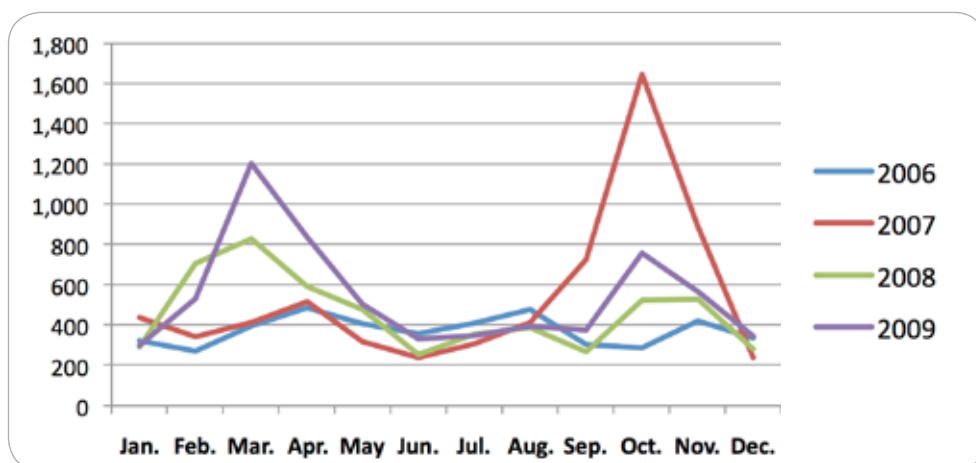


Figure 8 - Austrian Arrivals in Jordan / per month (2006-2009)
Source: MOTA

Purpose of Trip & Market Penetration The results of the 2006-07 NTVS suggest that the majority of Austrian visitors to Jordan come for a holiday:

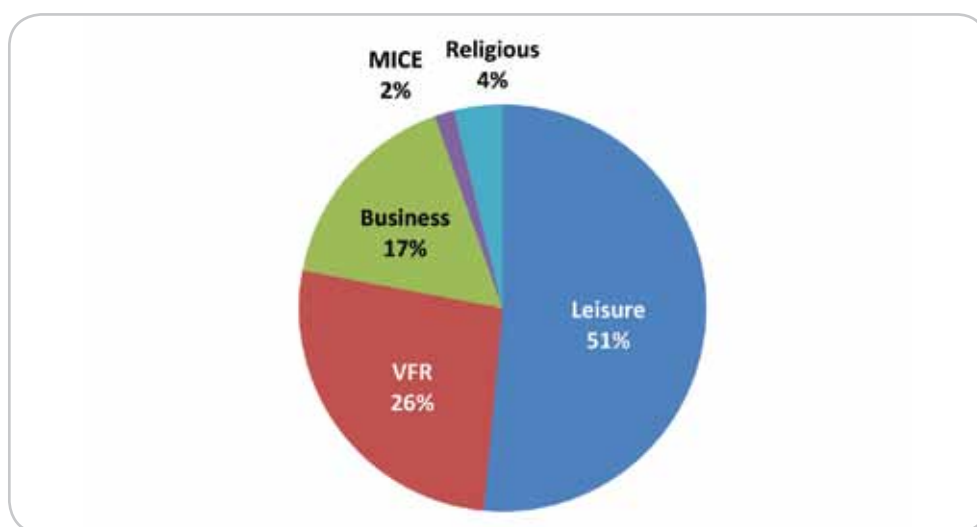


Figure 9 - Austrian Arrivals to Jordan by Purpose of Trip (based on All Arrivals)
Source –National Tourism Visitor Survey (NTVS) 2006-07

Table 9 shows Jordan's market penetration of Austria's outbound travel by segment:

Purpose of Travel	Total	Leisure	Business	MICE	Other
Austria's Outbound 2009 ('000)	10,727.6	8,334.9	2,246.5	146.2	N/A
Austria's Arrivals into Jordan 2009	3,998	2,827	605	54	512
Jordan's Market Share %	0.04%	0.03%	0.03%	0.04%	N/A

Table 9 - Jordan's Penetration of Austria Outbound by Purpose of Travel
Source: Compilation (Euromonitor: Country Sector Brief & NTVS Data Reflected in 2009: Overnight only)

Nature of Trip Based on the 2006-07 NTVS, the following describes Austrian travelers to Jordan:

Almost one quarter of Austrians traveled to Jordan on package tours.

More than three quarters of Austrian visitors made their own arrangements, with most of the remaining trips organized by employers.

Over one third of visitors chose Jordan on the advice of friends or family members, while one quarter based their choice on information they found on the internet.

Around 40% of Austrians traveling to Jordan were on their first trip, and fewer than 20% were repeat visitors having visited the country five or more times in the previous five years.

Around one third of visitors from Austria also visit other countries, including Syria, Yemen and Egypt.

Austrian visitors to Jordan stay an average of 13.8 days, very close to the global average of 13.6 days.

	Alone	With Spouse	With Children	With Business Colleagues	With Family	Other
Total %	20%	61%	3%	0%	13%	3%
Average Days	5	8	3	0	8	6
Average JD/Day	69	73	110	0	53	45
Age	15 – 24		25 – 44		44 – 64	
% Tourists	-		66%		34%	
Top 3 Decision Influencers	-		Newspapers - 35%		Web - 31%	
	-		Web - 23%		VFR - 27%	
	-		VFR - 20%		Agent - 20%	
	-					

Table 10 - Austrian Tourism Arrivals Profile
Source: Compilation by JTB & USAID / JTDP based on NTVS 2006-07 Data (Based on Overnight Visitors Only)

Accommodation The preferred accommodation type for Austrians on their main holiday is hotels and similar 57.2%; private accommodation (unpaid) 20.7%; paid private accommodation (e.g. bed & breakfast) 6.2%; special holiday villages 4.6% and 11.2% other choose accommodation.

Fewer than 50% of all Austrian visitors to Jordan stayed in hotels, and over one-third stayed with friends or family according to the NTVS.

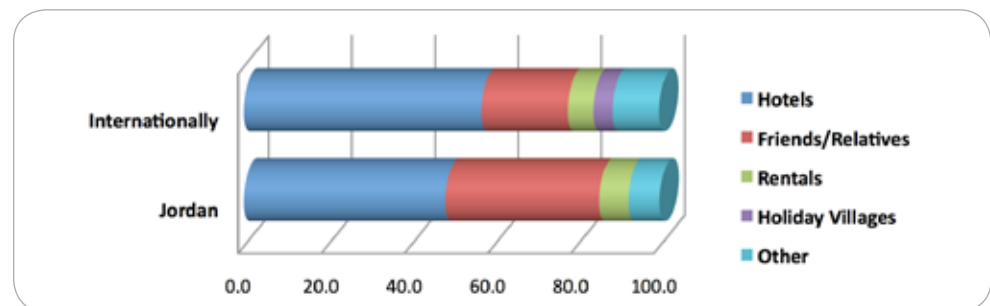


Figure 10 - Accommodation Preferences by Austrians
Source: Statistik Austria, Reiseverkehrsbilanz; OeNB & NTVS 2006-07

Figure 11 shows the distribution of Austrian travelers in hotels in Jordan:

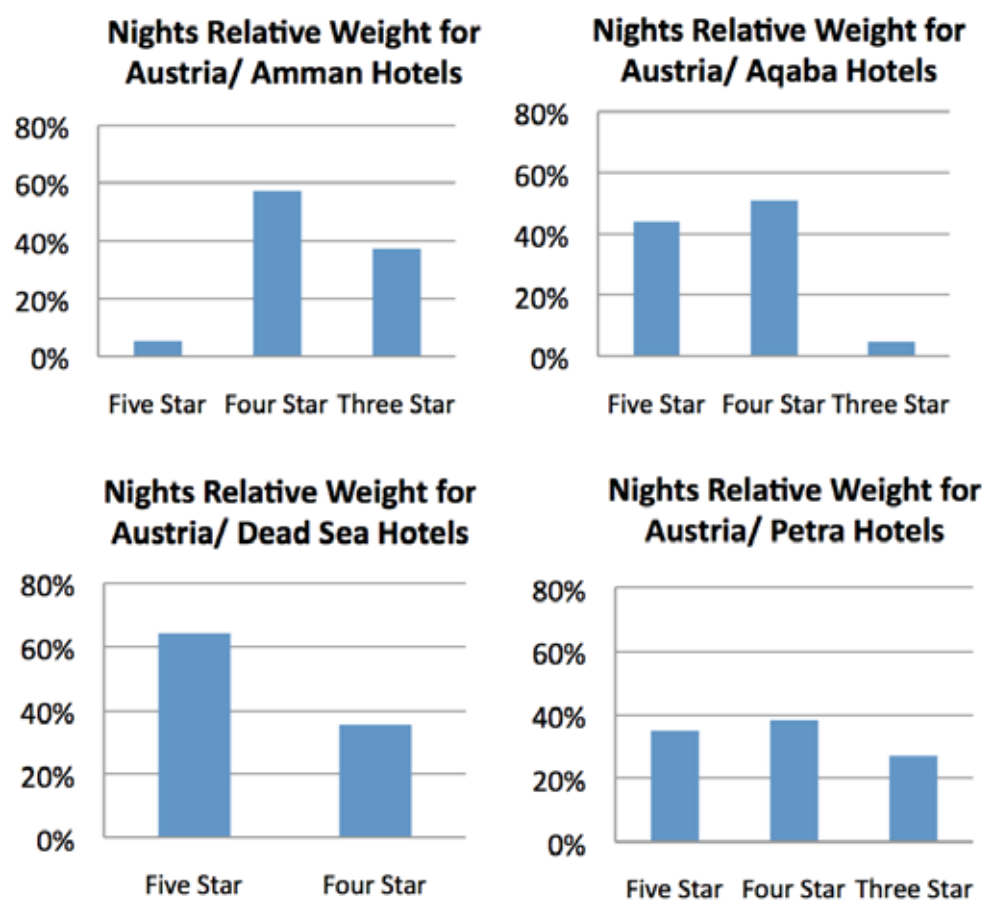


Figure 11 - Total Arrivals and Nights in Hotels for Austrians, distributed by Location and Classification, 2009 / Based on Package Tours
Source: MOTA

Spend in Jordan According to the 2006-07 NTVS, at JD47 per day, Austrian visitor level of spending is just ahead of the global daily average of JD45.

Figure 12 shows a breakdown of expenditure by segment:

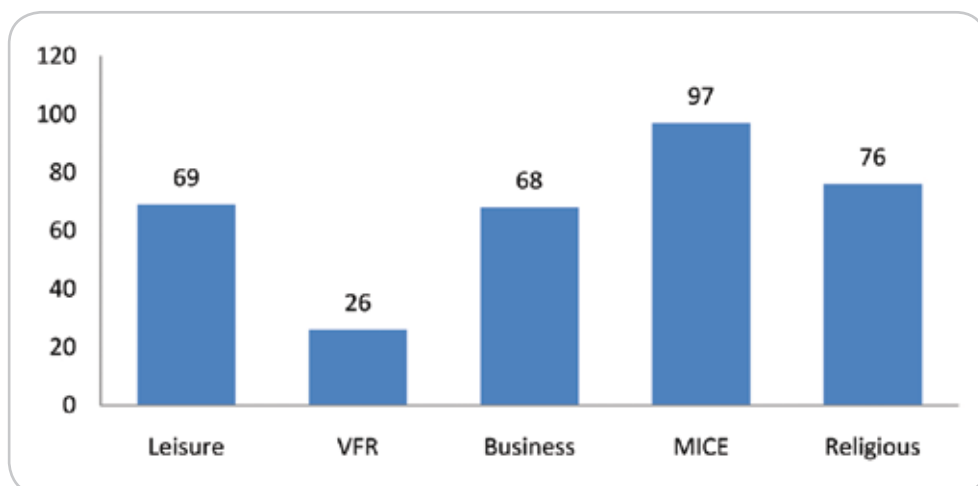


Figure 12 - Expenditure by Austrians in Jordan by Segment (JD)

Source: NTVS 2006-07

Sites Visited in Jordan Petra and Aqaba are the preferred destinations in Jordan for Austrians followed by the Dead Sea and others as follows:

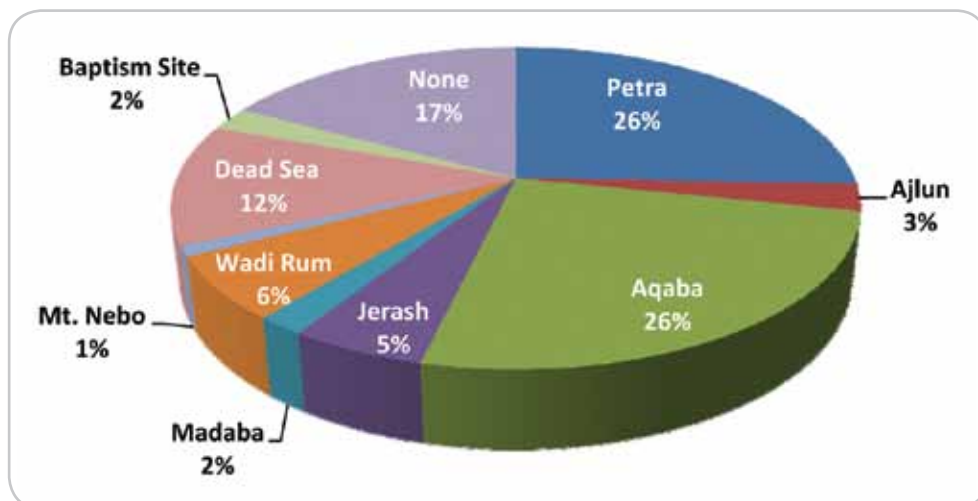


Figure 13 - Most Attractive Sites in Jordan as Rated by Austrian Travelers

Source: NTVS 2006-07

ACCESS & TRANSPORT

Airports The principal international airports in Austria are:

- Vienna
- Innsbruck
- Graz
- Linz
- Salzburg
- Klagenfurt.

Access According to the 2006-07 NTVS, Austrians that travel to Jordan mainly arrive by air, although some arrive by other means as well:

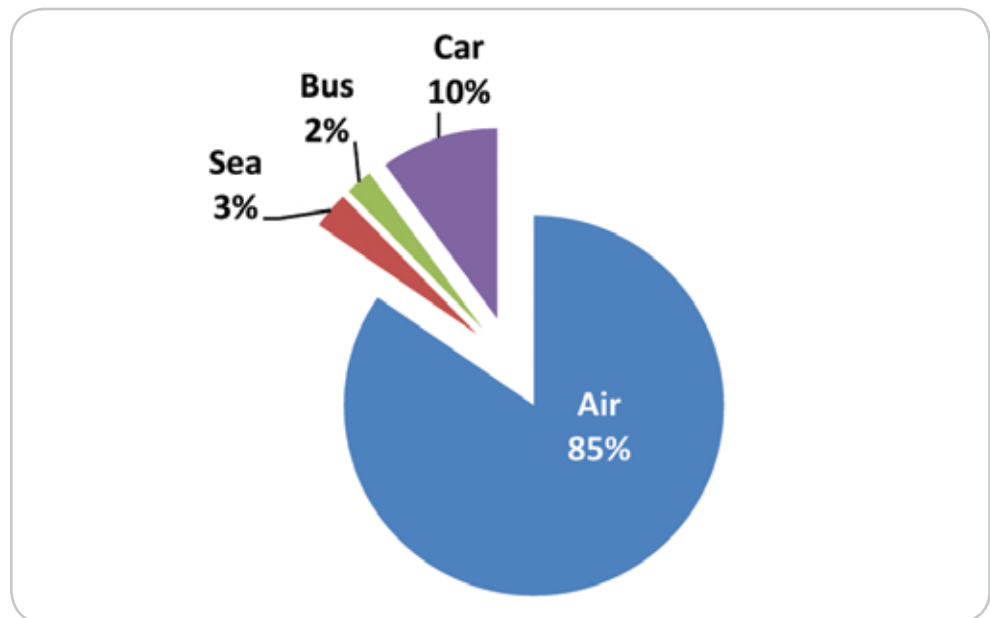


Figure 14 - Arrivals to Jordan by Type of Transport
Source: NTVS 2006-07

MOTA figures show that approximately 11% of Austrian visitors in 2009 came on a day trip – presumably entering the country from Israel or Egypt to visit Petra.

Airline Routes to Jordan Direct flights from Vienna to Amman are operated by Royal Jordanian Airlines five times a week. A further three flights a week from Vienna to Amman have been operated by Austrian Airlines since 2009.

Seasonal charter flights operate between Vienna and Aqaba in February/ March and September / October.

Cruise Services to Jordan Cruising has become a popular mode of tourism. While in former times cruises were considered to appeal mainly to pensioners, this type of holiday has now also become prevalent and prestigious among younger travelers as it offers recreation, a touch of luxury and the option to visit many different places in a short period of time. In a review by Euromonitor a drop in price of cruises in the last 15 months has further raised the cruise profile.

NTVS data shows that around 3% of all Austrian arrivals to Jordan come on cruises.

Seetour Austria (seasonal) and Caravelle Seereisen (weekly) are the main cruise operators programming Aqaba.

TRAVEL PLANNING & BOOKINGS

Travel Formalities In 2009, Jordan relaxed its visa restrictions for many important markets, including Austria. Austrian nationals traveling to Jordan on tour operated packages (in groups or as individuals) can now receive their visas upon arrival. Starting January 2011, an increase in visa fees will be applied for all nationalities as follows:

One Visit	20 JD
Two visits	30 JD
6 Months and Multiple Entries	60 JD
Tourist Groups	for Free
Foreign Currencies Exchange (Euro & USD)	JD 1 : For 1.5 Euro / 1.5 USD

Table 11 - Jordan Entry Visa Fees (Starting 1/1/2011)

Source: MOTA

A departure tax of JD8 (US\$12) was reintroduced in summer 2010.

Travel Decisions & Bookings Austrian bookings for international trips are still predominantly made through traditional retail travel agents. The use of the internet is growing and travel agents take some 15% of their bookings online (compared with a 25% share of overall bookings).

About 75% of visits to Jordan are package tours or tailor-made itineraries booked through a travel agent – a higher proportion than the general Austrian market trend of 65%.

Tour Operators & Travel Agencies The leading travel agents and tour operators tend to be generalists, conducting business in all segments of the market (including FIT and group tours, leisure, business, MICE, ticketing and car rental).

There are around 40 tour operators and some 1,200 travel agencies – a number that is declining quite rapidly. The top tour operators and travel agencies include:

Leading Tour Operators	Leading Retail Travel Agencies
Botros Tours	Verkehrsbüro
Verkehrsbüro	Ruefa
Taipan	TUI Center
Moser	Kuoni
Raiffeisen	Geo

Table 12 - Leading Austrian Tour Operators and Travel Agencies
Source: JTB MBR Austria

There are a number of tour operators that offer tours to Jordan. These are frequently offered in conjunction with Egypt, Syria or Dubai.

Online Travel There are 5.6 million internet users in Austria (68.3% of the population), according to Internet World Statistics.

The Austrian market use online sites as an important source for research prior to deciding on/taking holidays – this calls for excellence on Jordanian websites.

Actual bookings are predominantly made offline, through travel agents.

The most popular Austrian search engines are www.checkflix.com and www.reise-hero.at.

MEDIA

Leading trade magazines include:

- *Tip*
- *Tourist Austria International (TAI)*
- *Travel Express*
- *Traveller*
- *Top.*

Online trade publications include:

- www.tiponline.at
- www.faktum.at

All of the publications mentioned above may carry at least six articles/news items on Jordan a year.

Significant online publications include:

- www.derstandard.at
- www.eurocity.at
- www.goldenage.eu
- www.55plus-magazine.net
- www.news.at

These sites cover Jordan around two to six times per year.

Of the three major television networks, ORF, ATV, TW1, two of the three feature Jordan at least once a year.

IMAGE & PERCEPTIONS OF JORDAN

Strengths & Weaknesses Jordan is regarded by Austrians as a safe and hospitable destination with good value for money, good quality hotels and service.

Over 90% of media coverage of Jordan is positive. The dominating theme of media coverage in the Austrian market is History & Culture (40%), followed by Leisure & Wellness (30%). Opportunities for Fun & Adventure, Ecotourism & Nature and Religious Tourism generate around 10% of media coverage each.

Petra dominates Austrian media coverage (40% of articles), followed by Wadi Rum and the Dead Sea (20% each), Amman (10%), Jerash (5%) and Aqaba (5%). There is little media coverage on Madaba to date.

Over 85% of visitors from Austria find their trip to Jordan outstanding, while the remaining considered their visit at least enjoyable. Over 90% said they would return to Jordan, and virtually all would recommend it to a friend.

Competition Jordan's main competitors in the Austrian market include:

Fun & Adventure <ul style="list-style-type: none"> • Dubai • Egypt 	History & Culture <ul style="list-style-type: none"> • Egypt • Syria 	Ecotourism & Nature <ul style="list-style-type: none"> • Oman • Spain
Leisure & Wellness <ul style="list-style-type: none"> • Turkey • Tunisia 	Religious Tourism <ul style="list-style-type: none"> • Israel • Spain 	MICE <ul style="list-style-type: none"> • Dubai • Spain

Figure 15 - Jordan's Main Competitors by Niche
Source: JTB MBR Austria

Jordan's competitors in the Austrian market by type of travelers include:

Affluent Travelers	<ul style="list-style-type: none"> • Dubai
Mid-Market Segment	<ul style="list-style-type: none"> • Turkey • Egypt
Budget Travelers	<ul style="list-style-type: none"> • Turkey • Egypt

Figure 16 - Jordan's Main Competitors by Type of Traveler
Source: JTB MBR Austria

PROSPECTS

JTB's MBR in Austria expects further expansion of the Austrian market to Jordan in 2011 and over the foreseeable future, although this will depend on the ease of air access.

Most growth is expected from the History & Culture segment and from older, more affluent Austrians.

Based on research conducted by the JTB, the best markets and niches to target to ensure optimum growth from Austria in the short to medium term, would seem to be the following:

Segment 1 - Culture & Heritage			
This is a priority niche for traveling to Jordan.	Those aged 25-44 years old accounted for 57% of Austrian arrivals in 2007.	Those aged 45-65 years old accounted for 38% of the Austrian arrivals in 2007.	Austrians enjoy holidays that include visits to built heritage, ancient ruins and castles.

Segment 2 - Health & Wellness
This niche is especially popular among the upper middle class aged 45-64 years old.

Segment 3 - Adventure Holidays
This niche appeals to 25-44 year-olds and younger visitors, especially those who are keen participants in activities such as hiking, canyoning, ballooning, wind-surfing, diving, etc.

SOURCES

The principal sources used for this market profile:

- Austrian Institute for Economic Research (WIFO)
- Euromonitor International, Country Sector Briefing
- IPK International
- Jordan Tourism Board (JTB)
- JTB Market-Based Representative (MBR) in Austria
- Ministry of Tourism and Antiquities (MOTA)
- NTVS – National Tourism Visitors Survey 2006-07
- Statistik Austria
- Tourism Economics
- Visit Britain
- USAID / Jordan Tourism Development Project (JTDP), 2009 Report
“Tourism Patterns in Jordan: Analysis of the National Tourism Visitor Survey”
- World Tourism Organization (UNWTO)

LIST OF ABBREVIATIONS

Avg.	Average
CIS	Current Index & Statistics
EIU	Economic Intelligence Unit
FIT	Frequent Independent Traveler
GDP	Gross Domestic Product
IMF	International Monetary Fund
JTB	Jordan Tourism Board
JTDP	Jordan Tourism Development Project
MBR	Market based Representative
MICE	Meetings, Incentives, Conferences and Exhibitions
MOTA	Ministry of Tourism and Antiquities
NTVS	National Tourism Visitors Survey
UN	United Nations
UNWTO	United Nations World Tourism Organization
USAID	United States Agency for International Development
VFR	Visiting Friends and Relatives

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