Capstone – project:

AUSTRIAN CITIES

„Analysis of Foursquare Profiles"

21. JUNI

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Austrian Cities

QUESTION 1: Description of the problem and a discussion of the background

According to the Austrian Business Agency(ABA) foreign visitors to Austria spent a total of EUR 17.4 billion in 2016. Total tourism revenue amounted to EUR 40 billion. The impact of tourism and leisure on the Austrian GDP compared to other sectors amounted to 15.4% in 2018 according to statista/WTTC. Austria holds the 5th place in this global ranking ahead of other European countries like Spain or Italy.
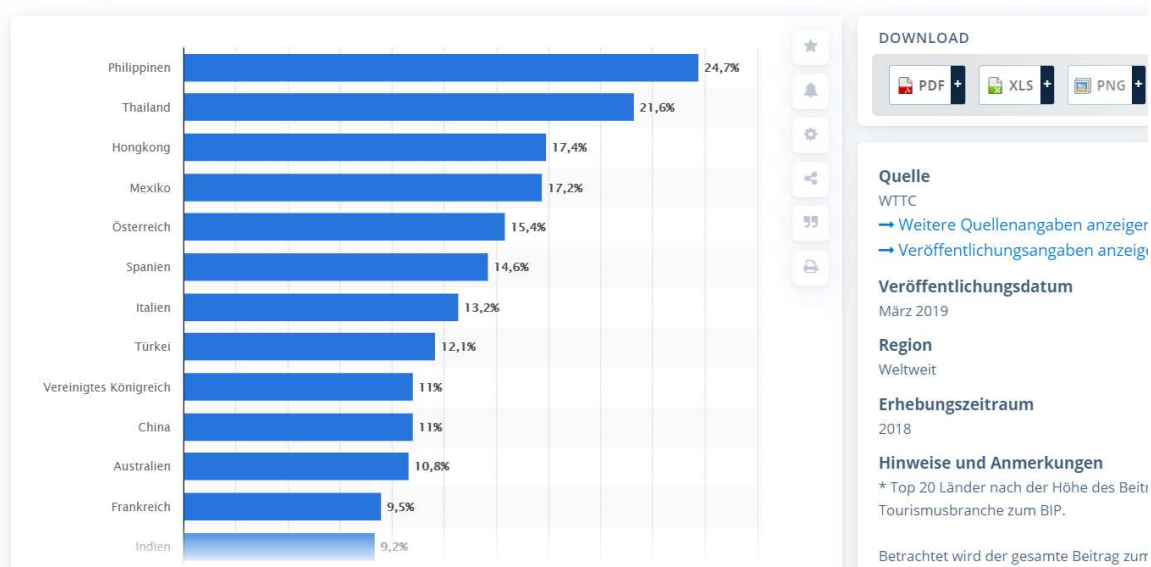

Figure 1: https://de.statista.com/statistik/daten/studie/289171/umfrage/beitrag-der-spanischen-tourismusbranche-zum-bip-im-vergleich/#professional

In Austria tourism is an important economic factor for the whole country but due to the COVID 19 crisis the whole sector is experiencing a temporary downturn. The high internationality of Austrian tourism in an EU comparison is a major part of this current crisis. Most recently, foreign visitors accounted for about 70 % of all overnight stays.

Although Austria has a great reputation as a safe travel destination the country can't benefit from this asset right now as many people are not allowed to leave their home countries due to the global pandemic covid crisis.

The two major selling propositions for vacation and recreation in Austria are:

- outstanding cultural offerings (Amadeus, Sound of Music, Vienna State Opera, …)
- untouched natural environment (the alps for hiking, lakes and rivers, …)

As there is currently a major trend towards domestic vacation this favors the countryside while cities offering diverse cultural highlights might not be able to keep up in the short term.
The goal of this analysis is therefore to compare the different venues (i.e. offerings) of Austrian cities in order to identify different clusters. In a next step the analysis intends to build high-level "citiy profiles" which can be communicated easily to appropriate target groups. At the same time this allows to design and communicate more comprehensive offerings that allow for a "real customer journey".