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CONSUMERS & BRANDS

# Accommodation booking: checkfelix users in Austria

Consumer Insights report

**Consumer** Insights  
by **statista** 

May 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of checkfelix users in Austria: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark checkfelix users in Austria ("brand users") against Austrian accommodation bookers in general ("category users"), and the overall Austrian consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology <sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Austria)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Consumer Insights Global](#) as of May 2024



## CHAPTER 01

# Management summary

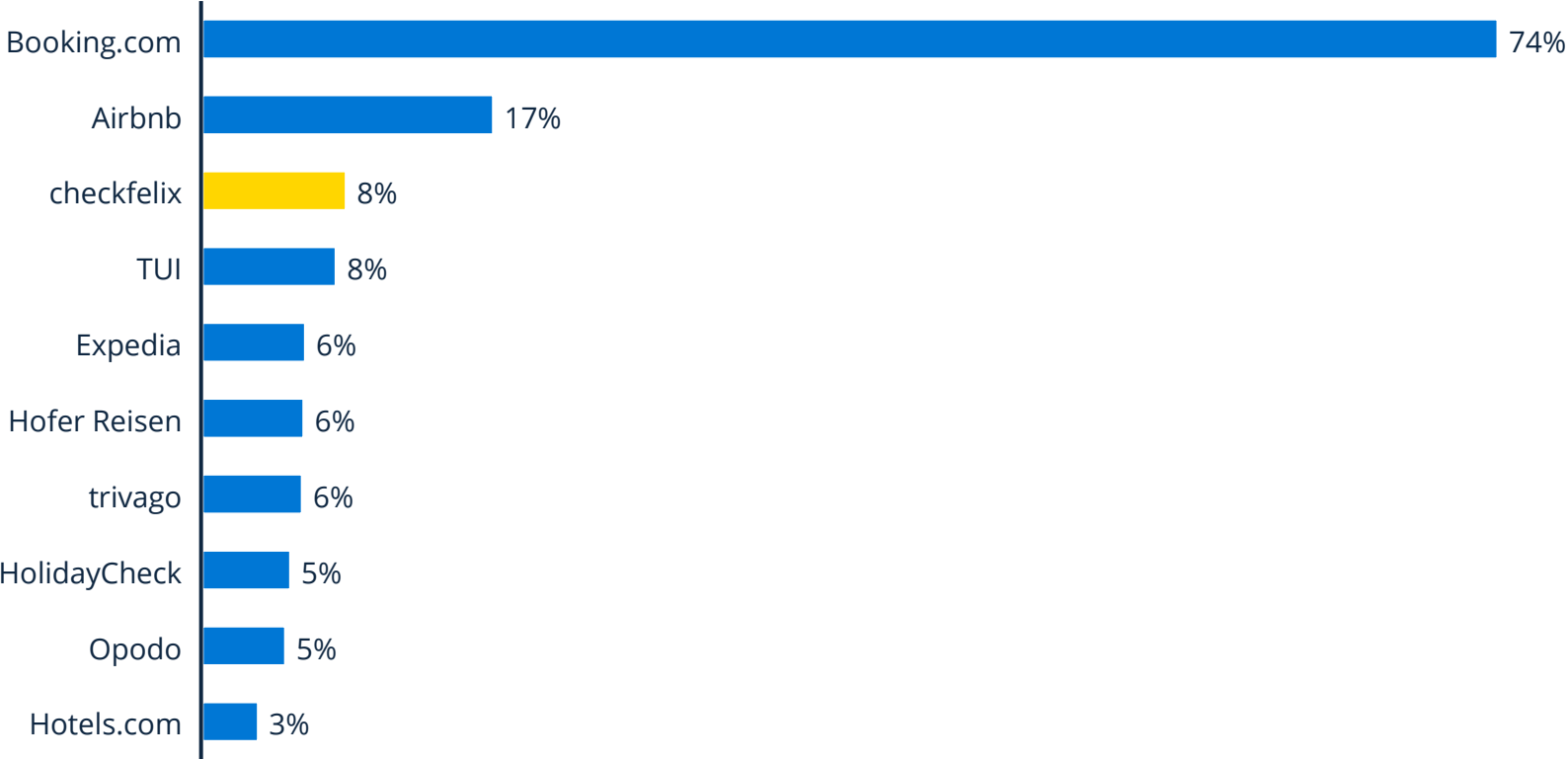
- Brand usage
- Key insights



# With a user share of 8%, checkfelix is one of the top 3 accommodation booking platforms in Austria

Management summary: brand usage and competition

## Top 10 most used accommodation booking platforms in Austria



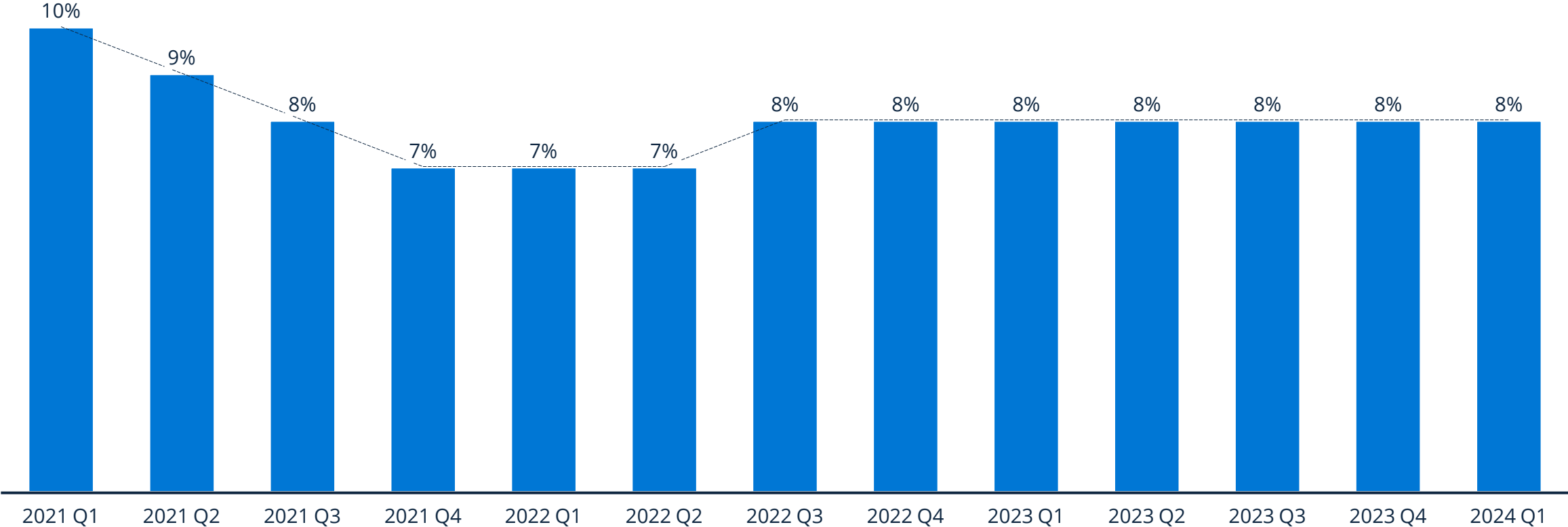
4 Notes: "From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?"; Multi Pick; Base: n=1,026 accommodation bookers

Sources: [Consumer Insights Global](#) as of May 2024

# The share of accommodation bookers using checkfelix declined by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of accommodation bookers using checkfelix



5 | Notes: "From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?"; Multi Pick; Base: n=60 - 102 checkfelix users, n=823 - 1026 accommodation bookers

Sources: [Consumer Insights Global](#) as of May 2024

# checkfelix users in Austria

Management summary: key insights

## Demographic profile

36% of checkfelix users are part of Generation X.

53% of checkfelix users are male.

checkfelix has a larger share of users with a high income than other accommodation booking platforms.

checkfelix users are more likely to live in cities with over 1 million inhabitants than accommodation bookers in general.

## Consumer lifestyle

Safety and security is more important to checkfelix users than to other accommodation bookers.

History is a relatively prevalent interest of checkfelix users.

Shopping is a relatively popular hobby among checkfelix users.

## Consumer attitudes

It stands out that 56% of checkfelix users book spontaneously via their smartphone when traveling.

19% of checkfelix users are innovators or early adopters of new products.

A relatively high share of checkfelix users think that government debt is an issue that needs to be addressed.

## Marketing touchpoints

Facebook is more popular among checkfelix users than the average accommodation booker.

checkfelix users remember seeing ads on video streaming services more often than other accommodation bookers.



## CHAPTER 02

# Demographic profile

- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+

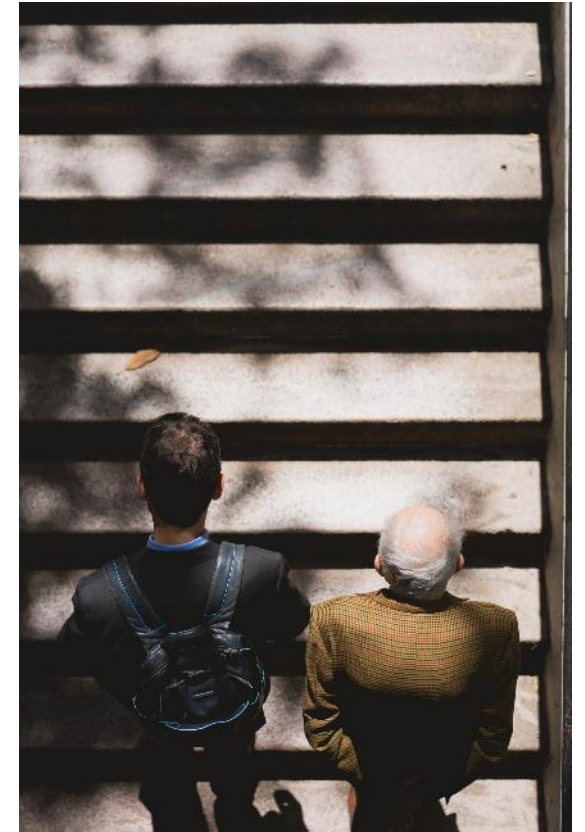
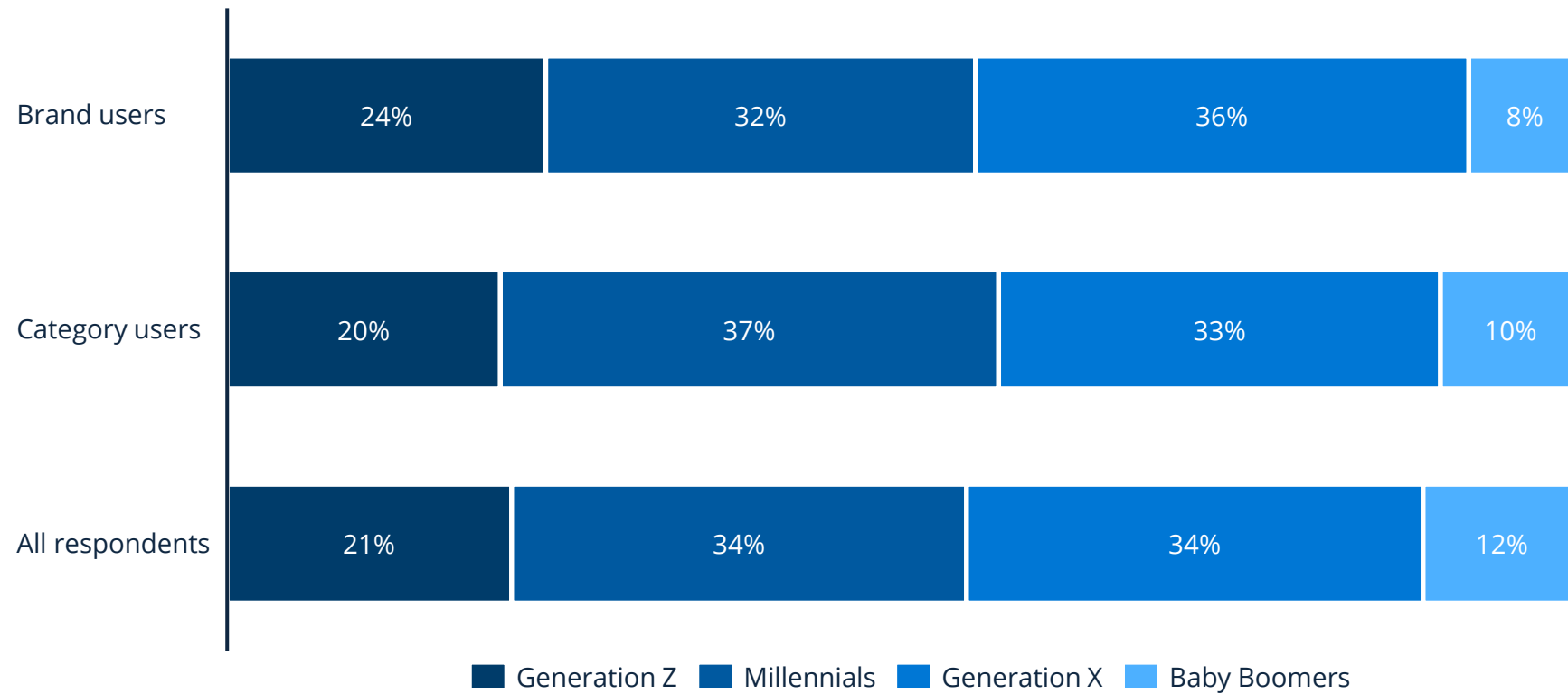




# 36% of checkfelix users are part of Generation X

Demographic profile: generations

## Age of consumers in Austria

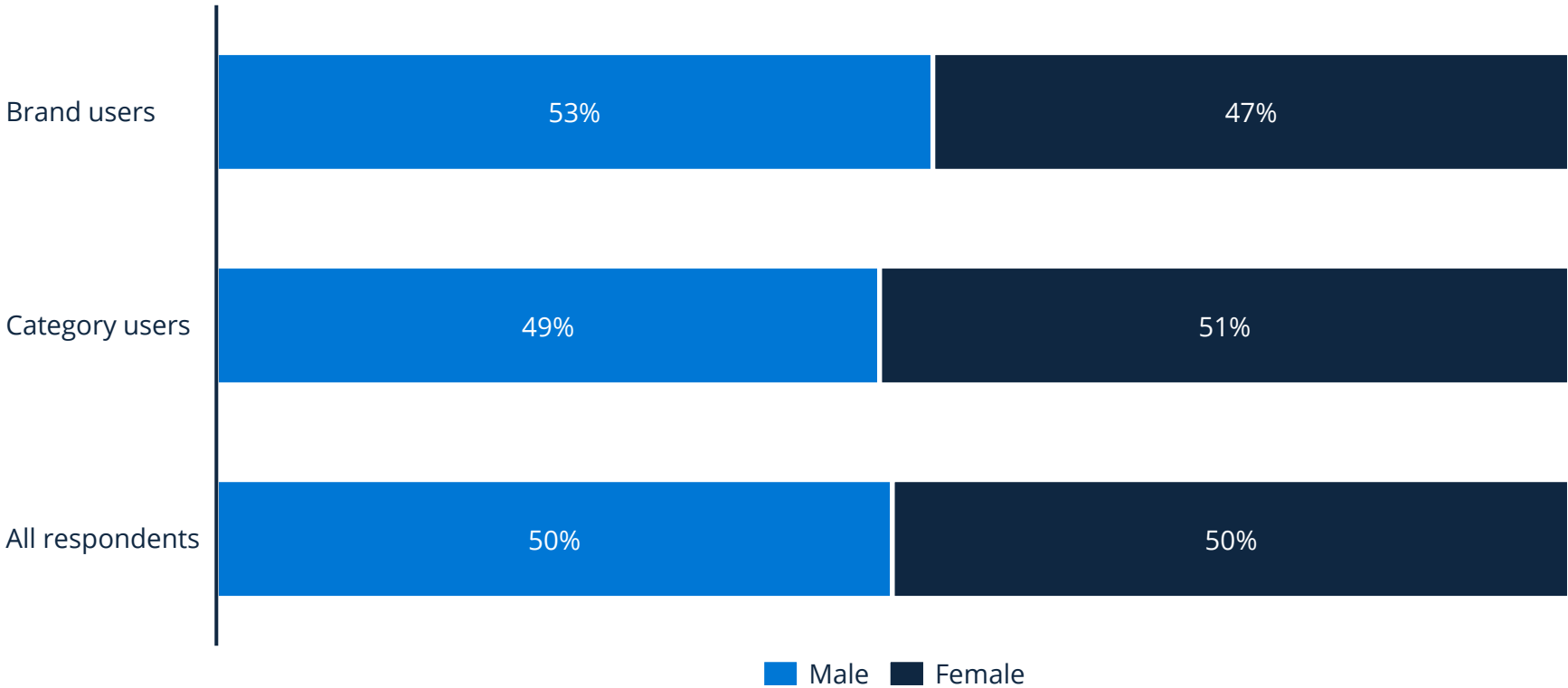


# 53% of checkfelix users are male

Demographic profile: gender



Gender of consumers in Austria

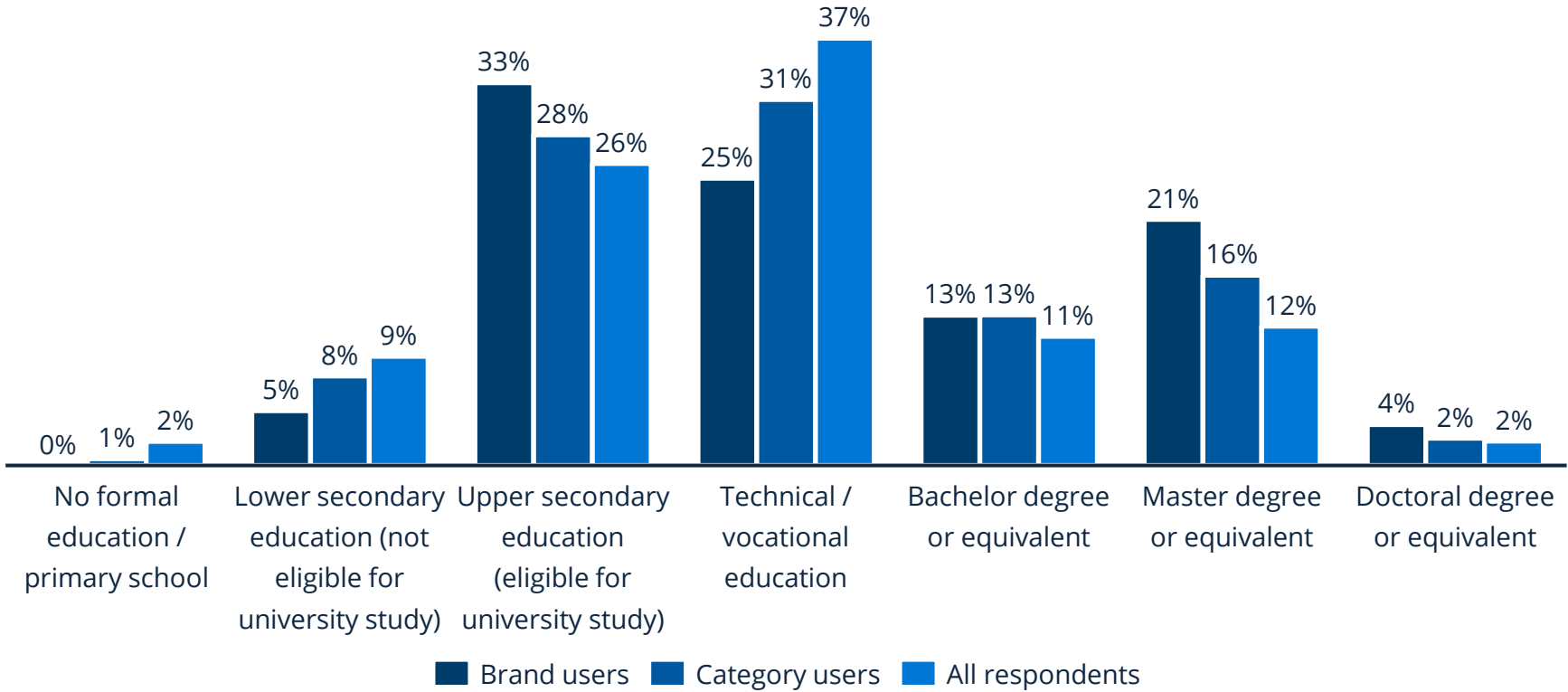


9 Notes: "What is your gender?"; Single Pick; "From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?"; Multi Pick; Base: n=85 checkfelix users, n=1,026 accommodation bookers, n=12,175 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

# 38% of checkfelix users have a college degree

Demographic profile: education

## Consumer's level of education in Austria



10 Notes: "What is the highest level of education you have completed?"; Single Pick; "From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?"; Multi Pick; Base: n=85 checkfelix users, n=1,026 accommodation bookers, n=12,175 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

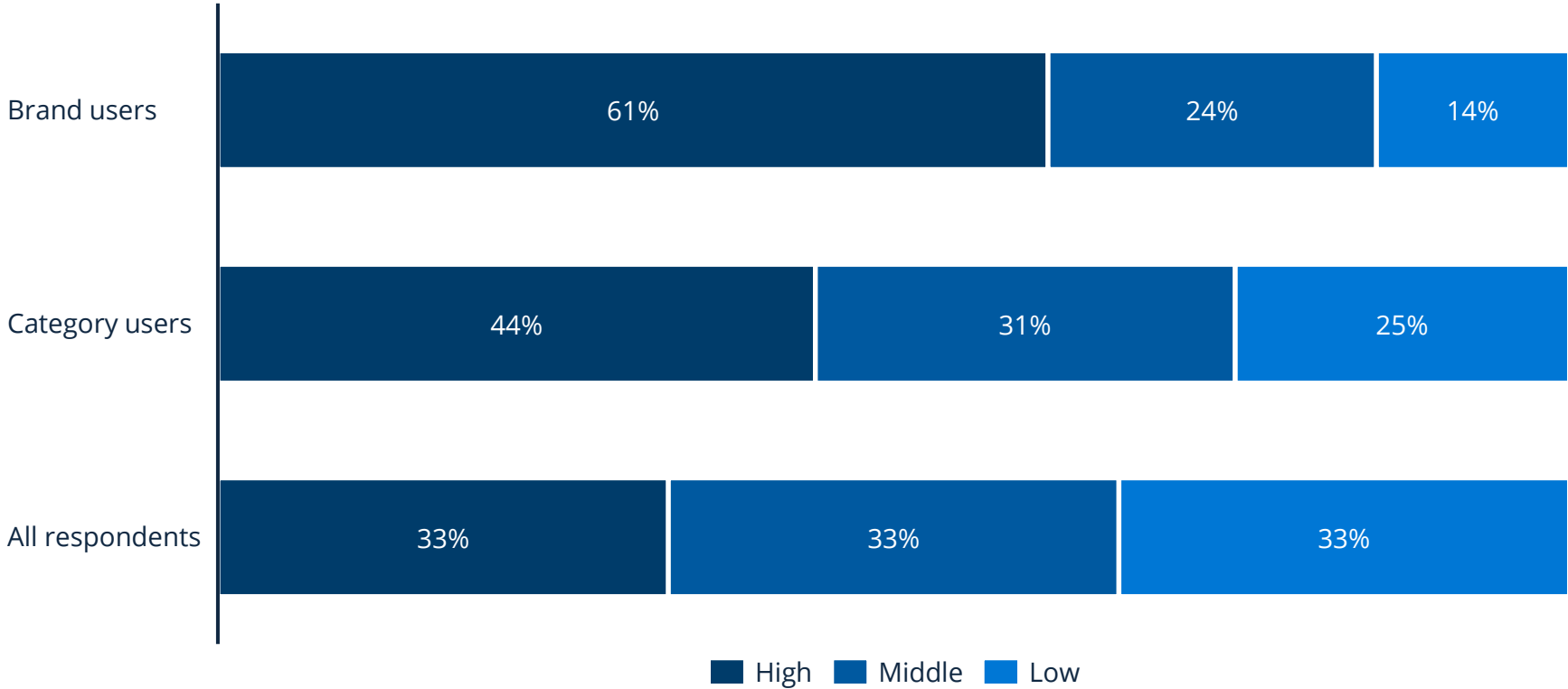


# checkfelix has a larger share of users with a high income than other accommodation booking platforms

Demographic profile: income



Share of consumers in Austria in the high, middle, and low thirds of monthly household gross income



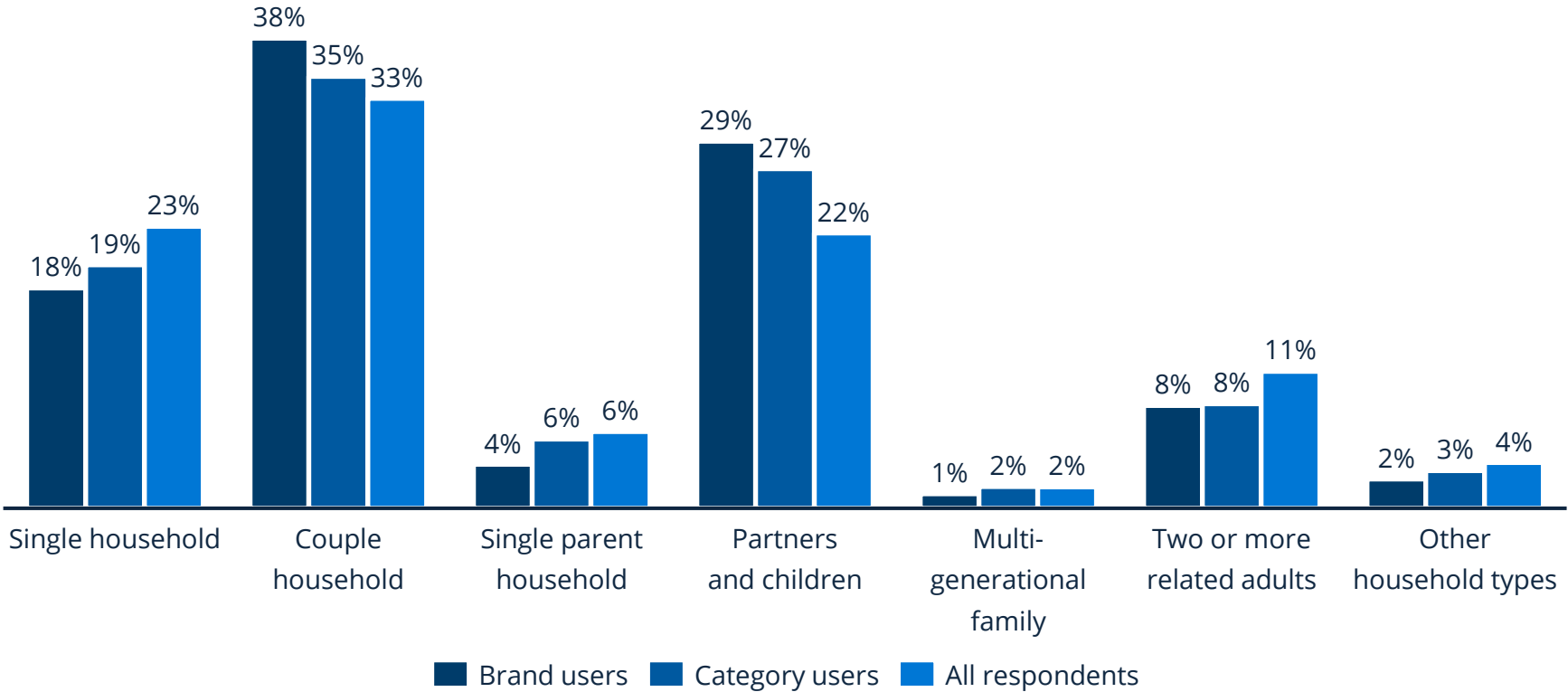
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of these online providers have you booked an accommodation - hotel or private accommodation - in the past 12 months (website or app)"; Multi Pick; Base: n=85 checkfelix users, n=1,026 accommodation bookers, n=12,175 all respondents

**Sources:** [Consumer Insights Global](#) as of May 2024

# Compared to the average consumer, checkfelix users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Austria live



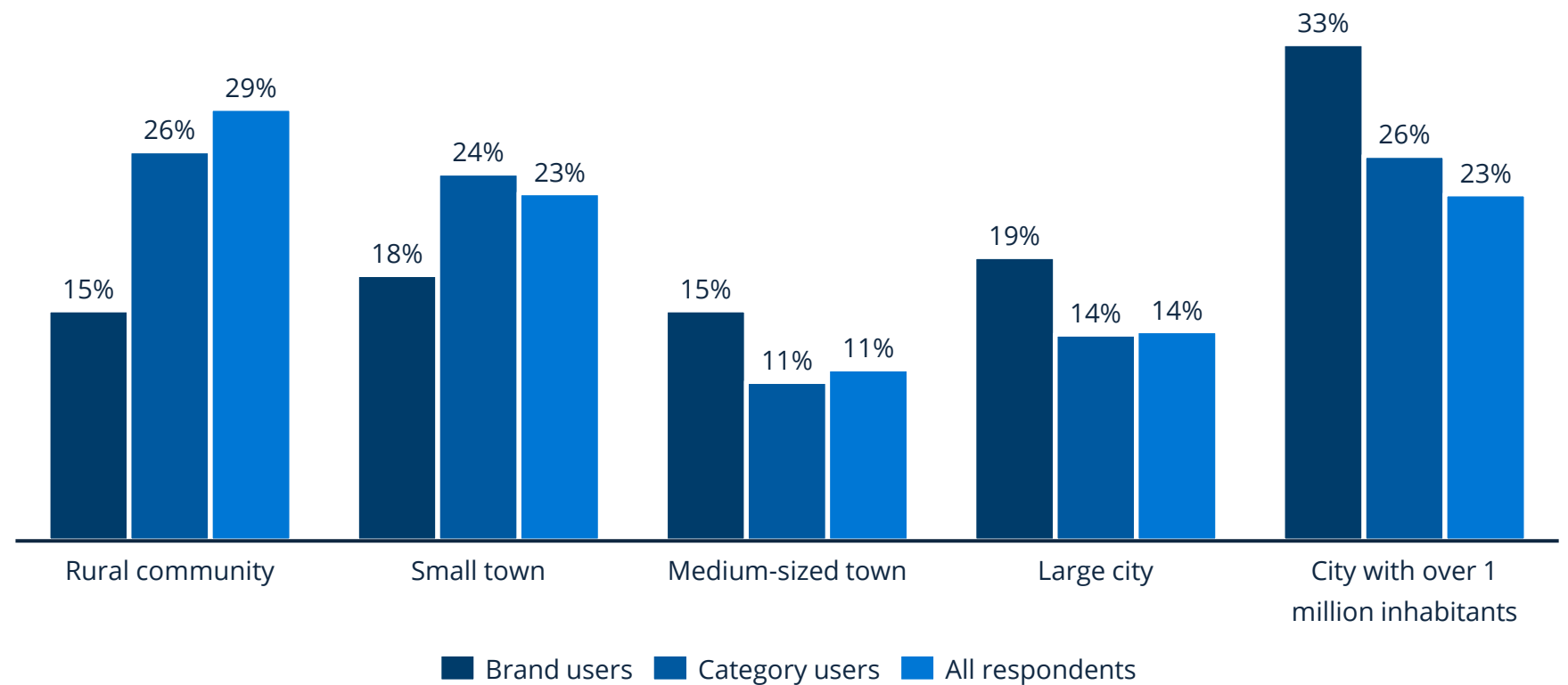
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?" Multi Pick; Base: n=85 checkfelix users, n=1,026 accommodation bookers, n=12,175 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

# checkfelix users are more likely to live in cities with over 1 million inhabitants than accommodation bookers in general

Demographic profile: type of community



Communities where consumers live in Austria

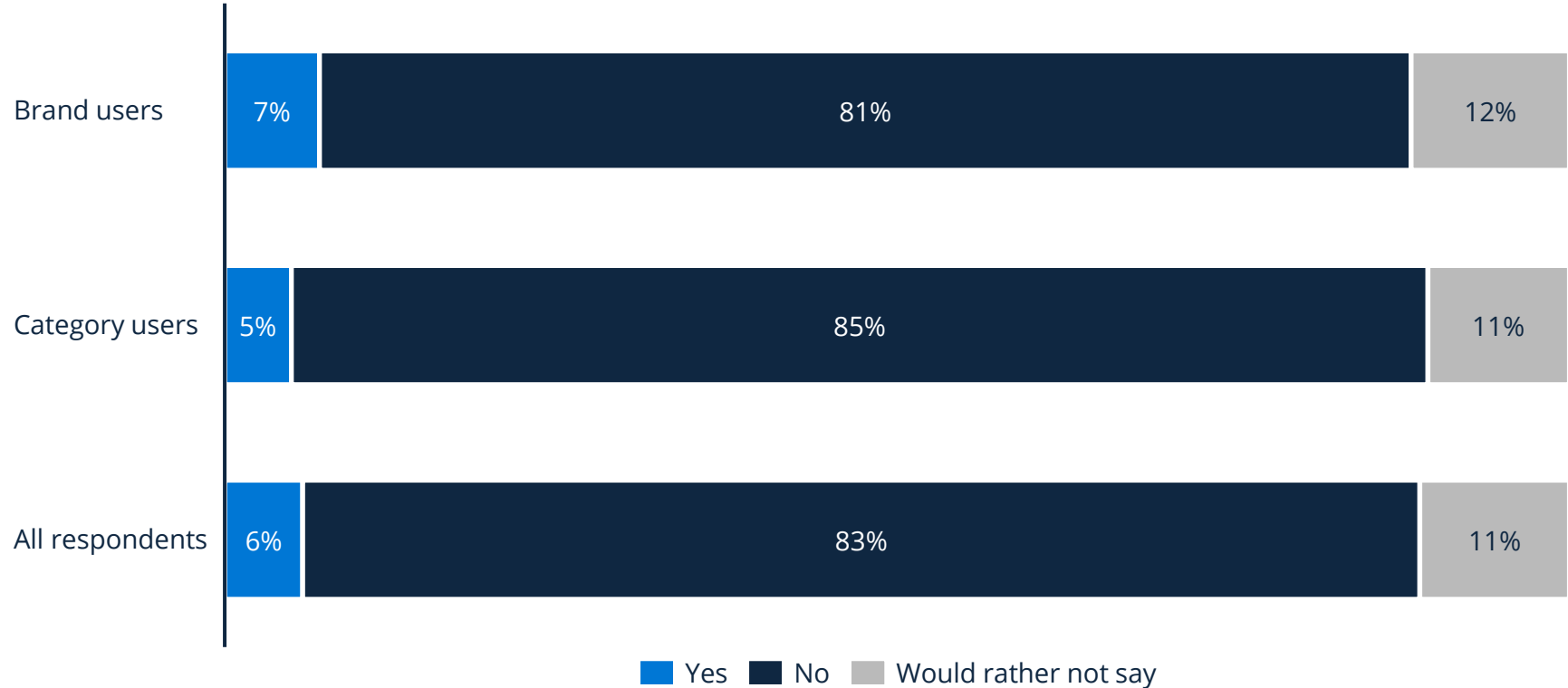




# 7% of checkfelix users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Austria



## CHAPTER 03

# Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



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