Holidays on the Farm in Austria

Doris Fertl, MA
Farm Holidays Association Lower Austria
Podgorica, April 2019
Spürbar näher – Urlaub am Bauernhof im SalzburgerLand
Accommodation Sector in Austria

- 70% of all tourism businesses in Austria are „private“ meaning they provide less than 10 beds
  - Bed & breakfasts, holiday farms, alpine huts, holiday apartments
- 30% of the total bedplaces are provided by these micro-enterprises

- Mountaineous Regions – high proportion of holiday farms
- Regions with intensive agriculture – few holiday farms
Organization & Partners

Marketing → Guests

- National Tourist Office
- 8 Provincial Tourism Organisations
- Regional Tourism Organisations

All tourism businesses

Training & Development → Providers

- Chamber of Agriculture / Ministry
- 8 Provincial Chambers of Agriculture
- Regional Chambers of agriculture

2.260 Holiday farms

(all) farms
Farm Holidays Association

• 2.260 members
• 27.700 guest beds
• 44% repeat business
• Average price
  • per overnight stay incl. breakfast € 37,80
  • Per apartment (4 persons) € 91,00
• Accommodation contributes on average one third to the farmer’s total income
• Main Target group: families
• Source Markets: 50% Germany, 20% Austria, mostly Europe
Farm Holidays in Austria
Development 1991-2007-2018

Ø Price in €

Occupancy rate (bednights)

Ø Turnover/bed in €

Legal types of rental

1. Commercial Room Rental / Hotel
   – More than 10 beds
   – Business licence required, constructive requirements

2. Rental & Leasing
   – Non-commercial
   – Usually long-term
   – No cleaning or food services allowed

3. Private Room Rental
   – Maximum of 10 beds
   – At the host’s actual place of residence
   – All services need to be provided by members of the household – no employees allowed
   – Breakfast allowed, full board allowed to a limited extend
Related Diversification Products

• **Holidays on the farm**
  – Up to 10 beds

• **„Buschenschank“ – tavern**
  – Max. 3 month open per year
  – serving of cold meals and beverages from mainly its own production

• **Direct Selling**
  – of primary goods of its own production

• No business license needed
• Hygiene und allergen training proof needed
• Taxes and social insurance need to be paid for the generated income
• Registration needed
Challenges

• Hosts are non-professionals and lack
  – Time
  – Money
  – Marketing know how
  – or event don’t know about the potential

• Digital gap

• Enterprises too small for professional tools
  – (eg backoffice etc.)

• Legal restrictions
  – (growth, product, cooperation etc.)
## Current Trends & Challenges

<table>
<thead>
<tr>
<th>Trend</th>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Holidays</td>
<td>Certificate needed</td>
</tr>
<tr>
<td>Unusual accommodations, camping, mobile homes</td>
<td>Spatial planning law, no services allowed</td>
</tr>
<tr>
<td>Guest want to work at the farm during their stay</td>
<td>Reproach of grey economy/work, insurance issues</td>
</tr>
<tr>
<td>Successful hosts want to grow and are sometimes not allowed to</td>
<td>Spatial planning law, building regulations for commercial accommodations</td>
</tr>
<tr>
<td>Last Mile Problem – Public transport ends at bigger villages</td>
<td>Reproach of grey economy / taxi licence</td>
</tr>
</tbody>
</table>
Services of the association needed for a successful strategy

- Common Brand Management
- Quality Management, Classification
- Provide Training & Consulting to hosts
- Common Marketing
- Theming and special interest offers
- Provide Market Access
  - Digitalization
- Cooperations
  - Linking Tourism and Agriculture
  - Linking the Hosts to the Guests
- Lobbying in order to adapt legal regulations to current market demands
Quality System

Hardware + Software

Outdoor Area  Experience Quality
Equipment  Guest Information
Cleanliness  Culinary Products

Leisure activities

Quality Category: 2-5 Flowers

Control:
Every 4 years

- Orientation for hosts and guests
Special interest products

- Families with children
- Handicapped people
- Seminars
- Health / green care
- Wine
- Organic farms
- Horse riding

2 flowers
3 flowers
4 flowers
5 flowers
Catalogues
Happy holidays on the farm

Look forward to relaxing, recuperative and fun-filled holidays on the farm

WHERE TO? *
Enter a town, region or farm name

WHEN? 
Arrival  →  Departure

GUESTS?
2 Adults, 0 Children

PLACE A NON-BINDING ENQUIRY
Detailed host information

Bauernhof Dissauer Fam. Rosinger

Familie Martina und Jürgen Rosinger
Straße Unternberg 47
Ort 2880 St. Corona
Region Wiener Alpen in Niederösterreich, Niederösterreich
Mobil +43 680 1410363

5.0 Ausgezeichnet

ab € 68 PRO NACHT INKL. FRÜHSTÜCK EXKL. ORTS-/KURSTAXE

JETZT ANFRAGEN JETZT BUCHEN
Provide access to strong partners
Cooperation: App

- Linking agricultural offers:
  - Direct sellers
  - Taverns
  - Holiday farms

- All are member of a quality program

- Functions:
  - Map- / Listing/Detail -View
  - Request & Booking-Function
  - Navi-Search
  - Calling-, E-Mail-, Homepage- and Facebook-Function
Map-View

Listing-View

Detail-View of enterprise with booking & request-button
Other interesting projects

• „Waldviertler Geschmacksbühne“
  – Local event to bring local producers and caterers together
  – Often they don’t know about each other!

• Farm Holidays South Tirol
  https://www.redrooster.it/en/
• https://www.albergodiffuso.it/en/
Contact

- Farm Holidays Austria / Urlaub am Bauernhof Österreich
  - Director Mag. Hans Embacher
  - h.embacher@farmholidays.com

- Farm Holidays Lower Austria
  - Provincial Director Doris Fertl, MA
  - Mail: doris.fertl@landurlaub.at

https://www.farmholidays.com
https://www.facebook.com/UrlaubamBauernhof.at/
https://www.instagram.com/urlaubambauernhof/
https://www.youtube.com/user/UrlaubamBauernhofat