**Abstract**

In the hospitality and tourism industry it is essential for managers to somehow plan for the future to minimize the risk of failure. For this reason forecasting plays an essential role in the management process. (Archer, 1994, p. 105)

This study discusses some important literature about the importance of attractions, the need of forecasting and ways to find the best forecasting model for a certain time series. Forecasts have been conducted for 21 attractions all over Austria to find out about the development of these attractions. For this purpose the models Naïve 1, Naïve 2, Simple Moving Average 4 (SMA(4)), Single Exponential Smoothing (SES) and the Double Exponential Smoothing (LES) have been applied. The data had been retrieved from the marketing information system TourMIS. One issue was to discover if there are differences between regions in the field of predictability and how accurate the forecasted values are. Thus two error measures, the Mean Absolute Percentage Error (MAPE) and the Root Mean Squared Error (RMSE) had been used to find out about the accuracy of the forecasting models. In 62 % the MAPE and the RMSE came to the same result which of the forecasting models is the best for each attraction. It turned out that the LES and the SES are the most accurate forecasting models in this study. The Naïve 2 model cannot be recommended for attractions which have a similar development as most of the attractions forecasted in this study. The author would also recommend touse the MAPE for interpretation instead of the RMSE since the MAPE is easier to interpret due to the fact that this method gives a percentage value.