

Tourism in Austria

An Overview





6 national parks & 48 nature parks



23.700 hectares of ski slopes, 1.110 ropeway installations & 1.820 ski-tows



75 thermal baths & countless wellness hotels & health resorts



64.000 km hiking trails & 14.000 km cycling routes



cities & destinations with an excellent quality of life

(Vienna No. 1 worldwide)



numerous regional specialities & highest share of organic farmland in the EU



745 museums, countless festivals & cultural events



rivers & lakes with the highest bathing water quality



around 20.800 congresses, seminars & conferences per year



12 UNESCO World
Heritage Sites & plenty
of intangible cultural
heritage



around **93.000**businesses in the tourism & leisure industry



70.000
accommodation
providers with around
1.1 million guest beds

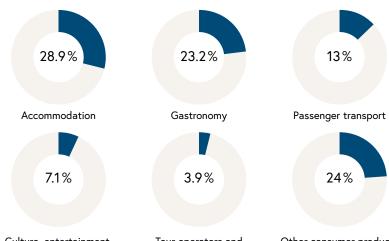
Tourism is a major economic driver and ensures value creation within regions



Contribution to GDP

Leisure & business travel Source: Statistics Austria, WIFO. Estimation

Source on the right: Statistics Austria. Based on "Recommended Methodological Framework (RMF) 2008"; leisure and business travel; preliminary values. Tourism goes beyond hotel and gastronomy industry – several other sectors benefit from the guests' expenditures too



Culture, entertainment, other services

Tour operators and travel agencies

Other consumer products and valuable goods

Austria's tourism focuses on quality and sustainability

Number of tourist accommodations (2021/22)



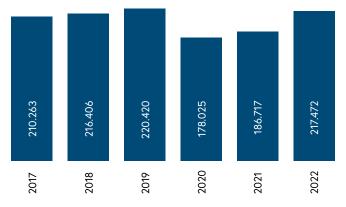




*incl. holiday accommodation, health resorts, youth hostels, mountain huts and others. Source: Statistics Austria

Employees are key to success in tourism

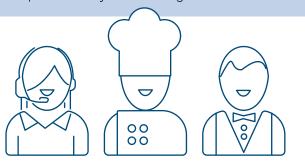
Employees in accommodation and gastronomy



Source: Federal Ministry of Labour and Economy

Multifaceted tourism education

- ≈6.750 apprentices in 11 apprenticeship professions
- 27 tourism schools & ≈8.200 students
- Universities of applied sciences & universities with numerous tourismspecific study and training courses



Austria on the way to one of the most sustainable tourism destinations

... Tourism accounts for

1.6% of Austria's total energy consumption

(winter tourism: 0.9%)

Source: Federal Environment Agency

... **41.5 kWh** energy consumption per overnight stay (incl. gastronomy, 2020)

Source: Federal Environment Agency

... **55%** share of renewable energy

(in accommodation and gastronomy, 2020)

Source: Statistics Austria, Federal Envi-ronment Agency

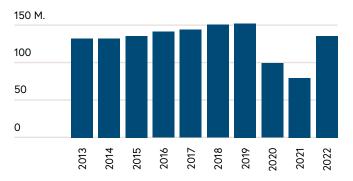
Austria relies on certifications of businesses and destinations ...

based on audits by independent third bodies – primarily on the **Austrian Ecolabel**.



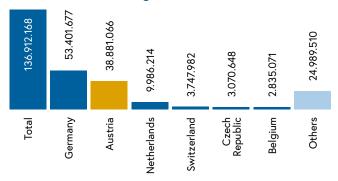
More than 70% of our guests come from abroad

Development of overnight stays

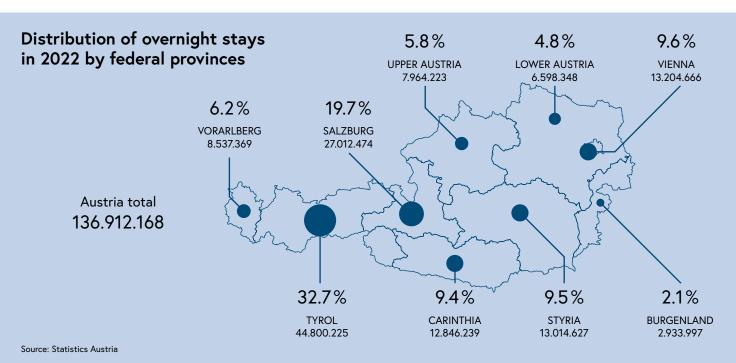


Source: Statistics Austria

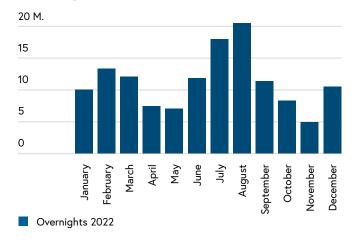
Main countries of origin 2022



Source: Statistics Austria



365 days of tourism



Source: Statistics Austria



Austrian National ...inspires enthusiasm for holidays in Austria

It operates 27 source markets on its own and 8 potential markets in cooperation with Aussenwirtschaft Austria. Strategic fields:

- Communication
- Cooperation
- Innovation

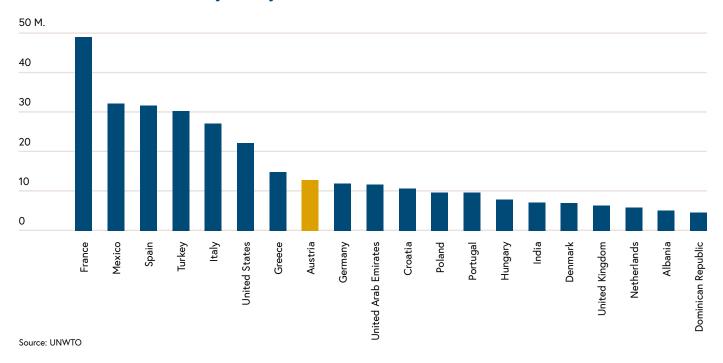
Our guests are very satisfied

Guest polls showed an average score of 1.52 according to the survey 2021/22.

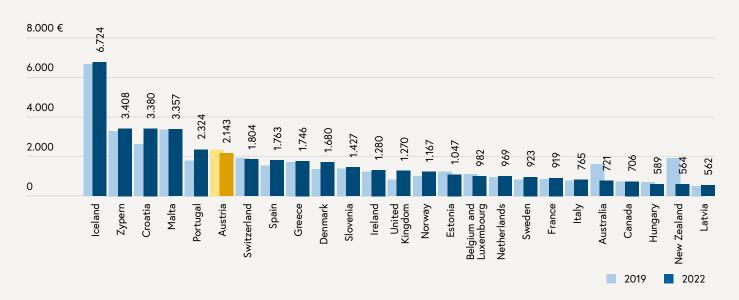
(1 = "extremely enthusiastic" to 6 = "rather disappointed"; 2.468 respondents) Source: T-MONA

Austria among the TOP-10 tourism destinations in the world

TOP-20 international arrivals by country of destination 2021



Nominal tourism exports per capita of residents in 2022 in selected countries¹ in euros



Excluding international passenger transport; 2022: Estimate of nominal tourism exports based on the development from January to September (as of 20.04.2023)

1 Top-25 among 42 countries: 32 countries in Europe (EU 27, Iceland, Norway, Switzerland, Turkey, UK), Australia, Japan, Canada, Mexico, New Zealand, USA, Brazil, Russia, India, China

Source: IMF, OECD, OeNB, Statistics Austria, WIFO, wiiw, UNWTO; WDS – WIFO-Daten-System, Macrobond



