

# Tourism in Austria

## An Overview



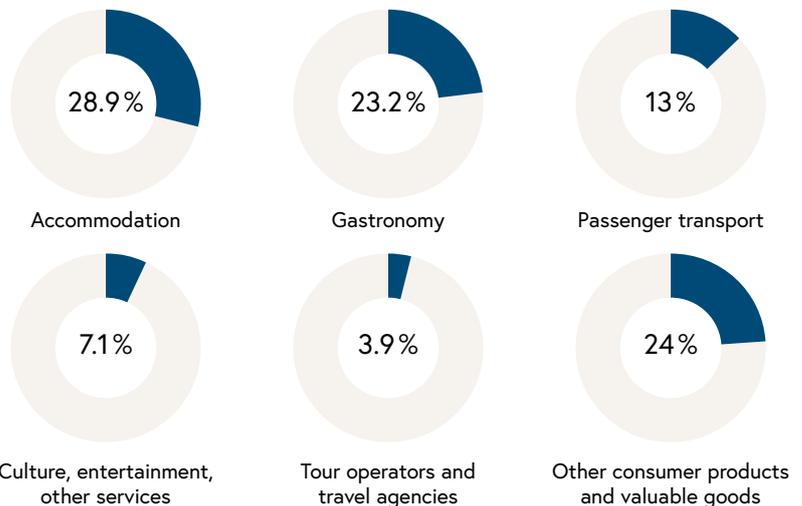
## Tourism is a major economic driver and ensures value creation within regions



### Contribution to GDP

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

Tourism goes beyond hotel and gastronomy industry – several other sectors benefit from the guests' expenditures too



Source on the right: Statistics Austria. Based on "Recommended Methodological Framework (RMF) 2008"; leisure and business travel; preliminary values.

# Austria's tourism focuses on quality and sustainability

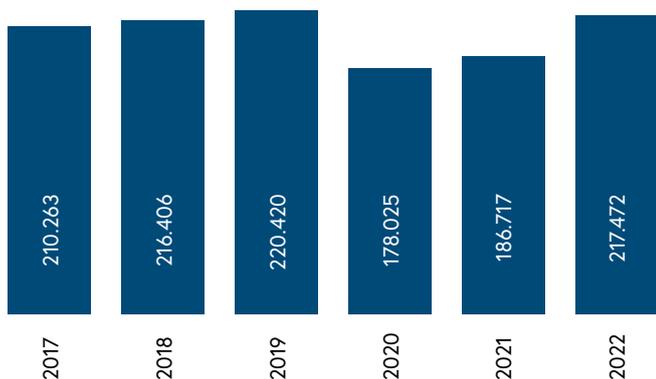
## Number of tourist accommodations (2021/22)



\*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 tourism-specific 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)

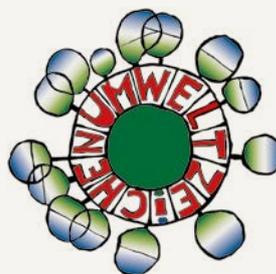
Source: Federal Environment Agency

... **55%** share of renewable energy  
(in accommodation and gastronomy, 2020)

Source: Statistics Austria, Federal Environment Agency

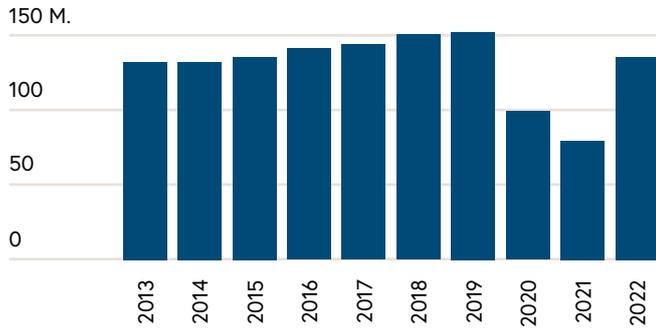
### Austria relies on certifications of businesses and destinations ...

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



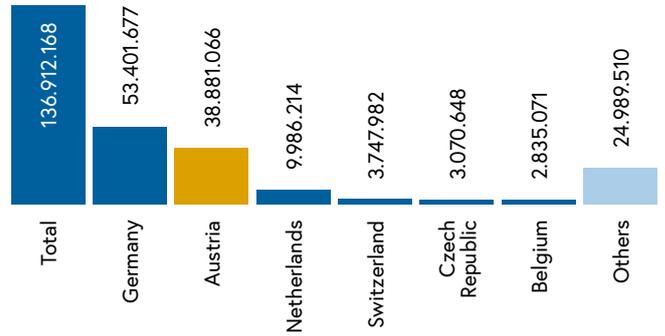
# More than 70% of our guests come from abroad

## Development of overnight stays



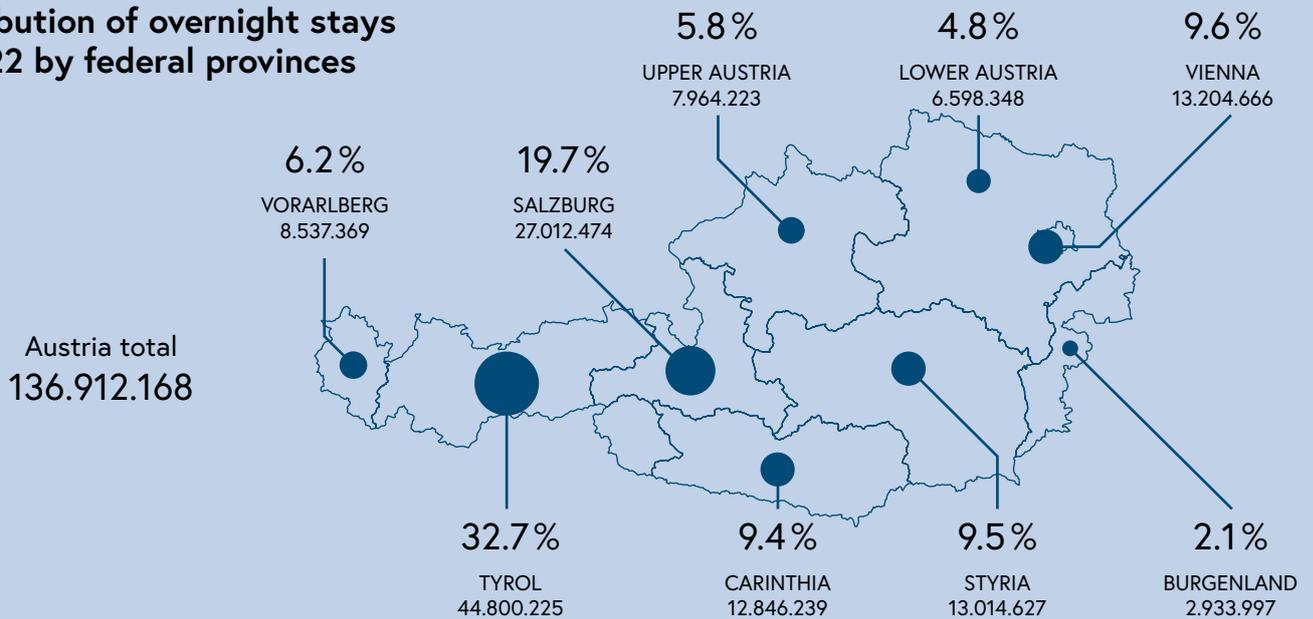
Source: Statistics Austria

## Main countries of origin 2022



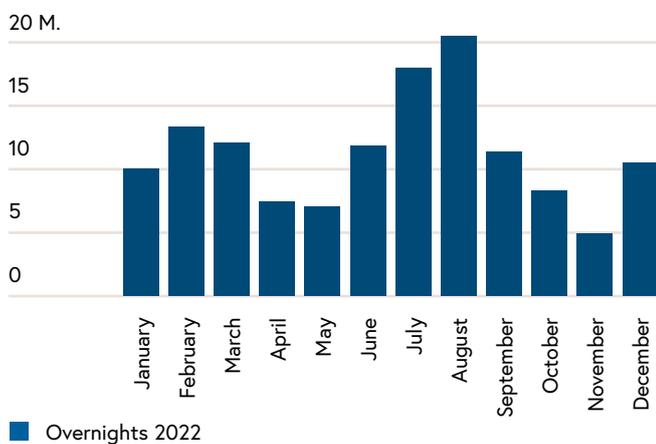
Source: Statistics Austria

## Distribution of overnight stays in 2022 by federal provinces



Source: Statistics Austria

## 365 days of tourism



Source: Statistics Austria

 **Austrian National Tourist Office** ...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

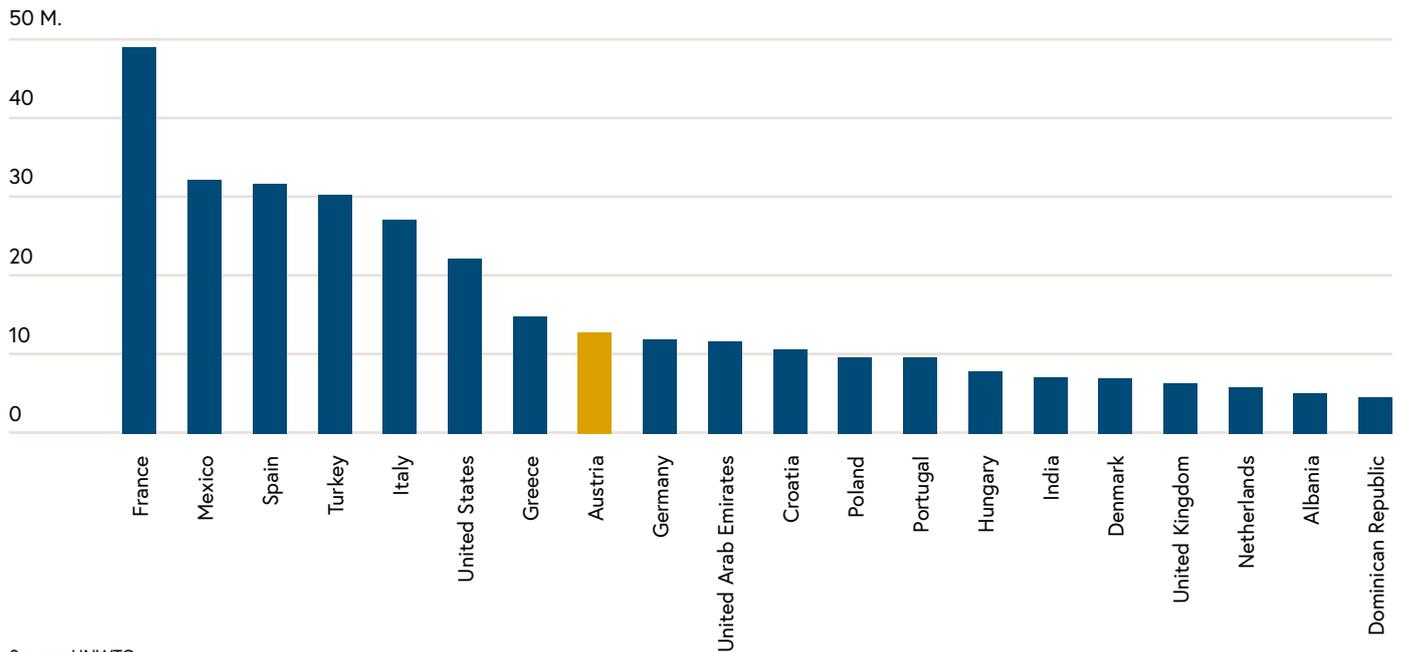
Guest polls showed an average score of 1.52 according to the survey 2021/22.

(1 = "extremely enthusiastic" to 6 = "rather disappointed"; 2,468 respondents)

Source: T-MONA

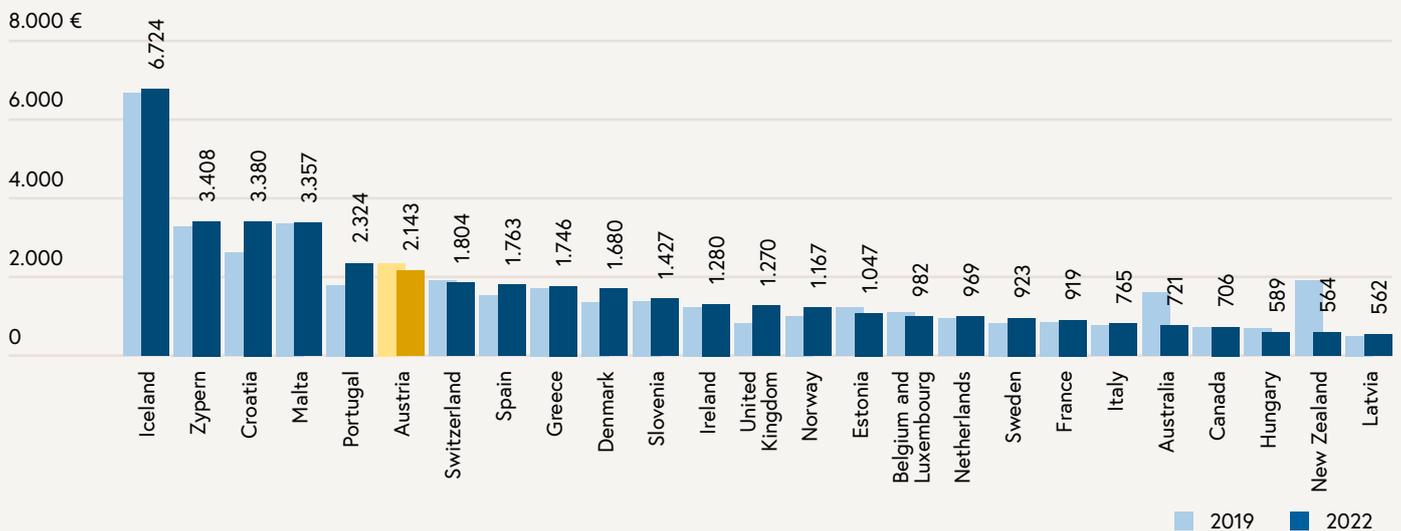
# Austria among the TOP-10 tourism destinations in the world

## TOP-20 international arrivals by country of destination 2021



Source: UNWTO

## Nominal tourism exports per capita of residents in 2022 in selected countries<sup>1</sup> 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)

<sup>1</sup> 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, wiw, UNWTO; WDS – WIFO-Daten-System, Macrobond

