

Ask not what your city
can do for tourism, but what
tourism can do for your city!

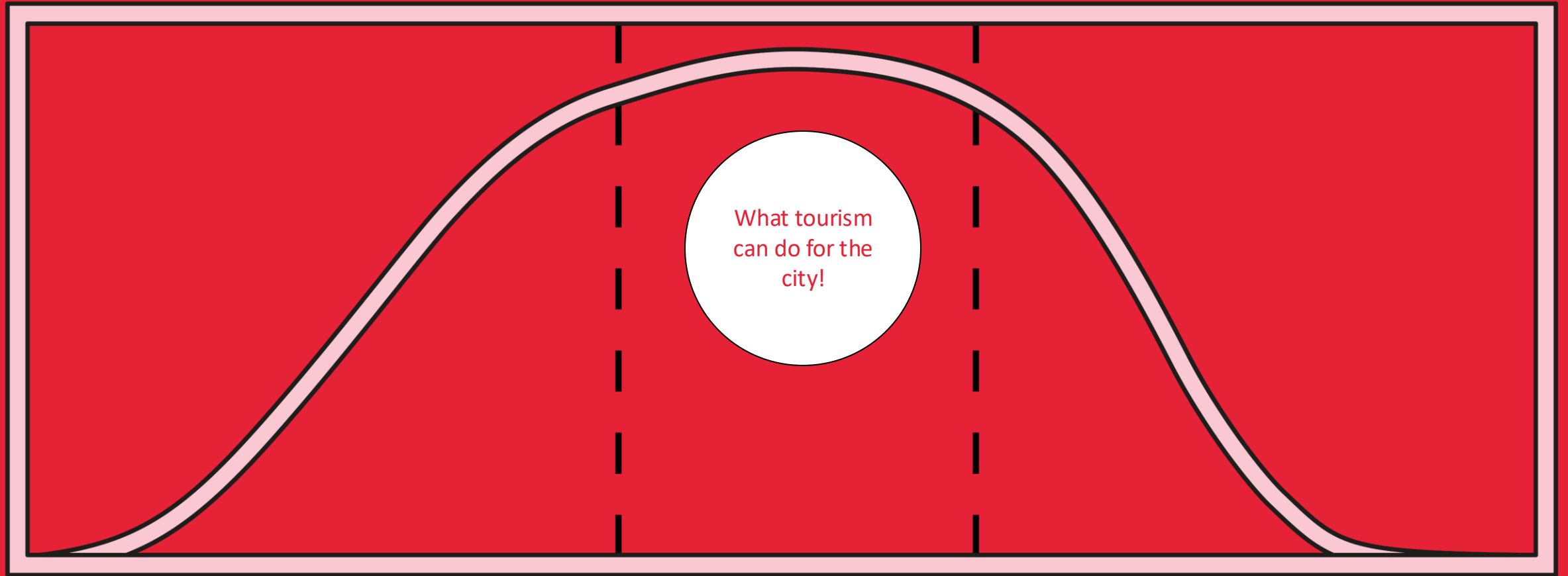
V I E N N A

MISSION: OpTIMUM TOURISM

Good growth,
so as not to destroy
what Vienna is loved for.



gOOD GROwTH



UnDER
TOURiSM

OPTImUM
TOuRISM

Over
tOURISM

W I E N

3 OBJECTIVES FOR OPTIMUM TOURISM





2 OUT OF 3

visitors match
the desired demographic*



1 OUT OF 10
overnight stays generated by
meeting participants



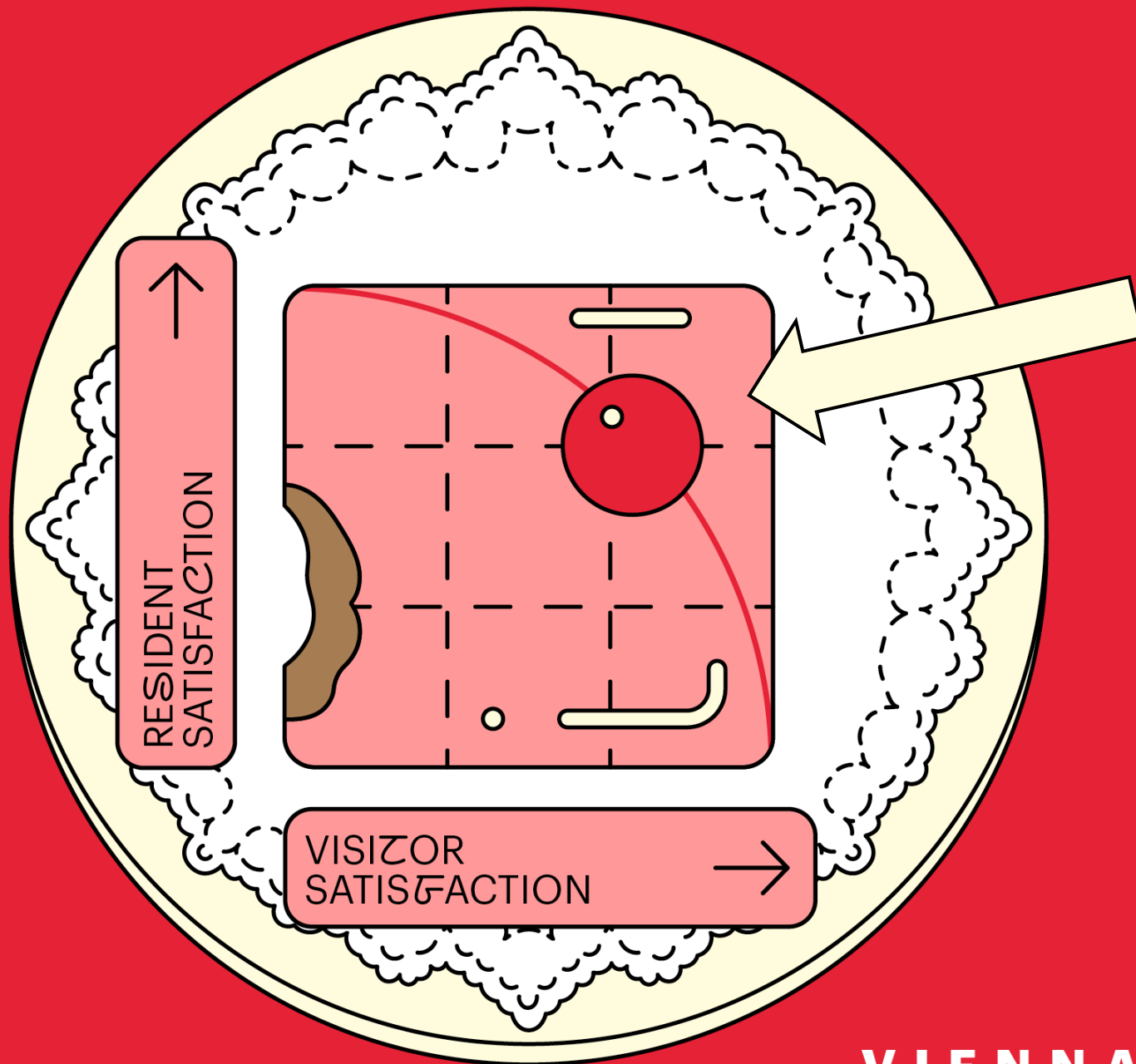
9 OUT OF 10

residents have a
positive view of tourism

Source: Local satisfaction study

visitors recommend
Vienna as a destination to others

Source: T-MONA visitor survey



SWEET SPOT

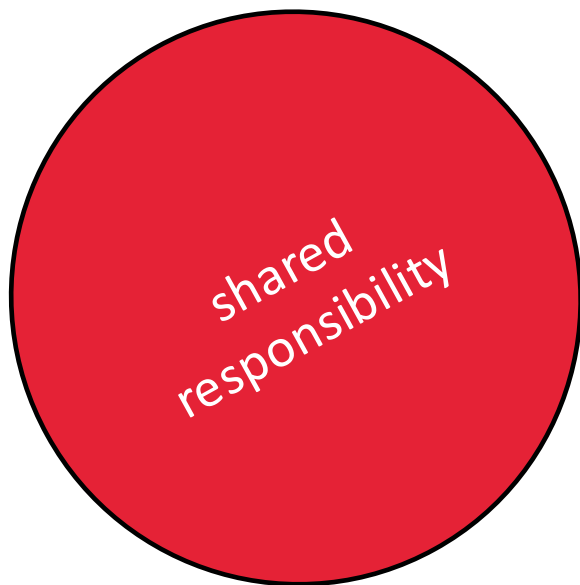
The win-win scenario

Residents and visitor
satisfaction is
in balance

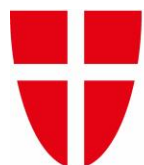
VIENNA

oUR APPrOACH: DESTINaTION STeWARDSHIP





UN Tourism



**City of
Vienna**

Economic Affairs,
Labour and Statistics

X

V I E N N A

NOW ♦ FOREVER

X



VIENNA CHAMBER OF COMMERCE
AND INDUSTRY

NeW COMpASS:
SUSTaINABLE ToURIS
OBSERVAToRY





GOVERNANCE



ENERGY
MANAGEMENT



(WASTE) WATER
MANAGEMENT



Focus on
11 Areas



SOLID WASTE
MANAGEMENT



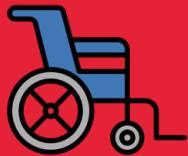
CLIMATE ACTION



LOCAL
SATISFACTION



DESTINATION
ECONOMIC BENEFITS



ACCESSIBILITY



SEASONALITY



EMPLOYMENT



MOBILITY

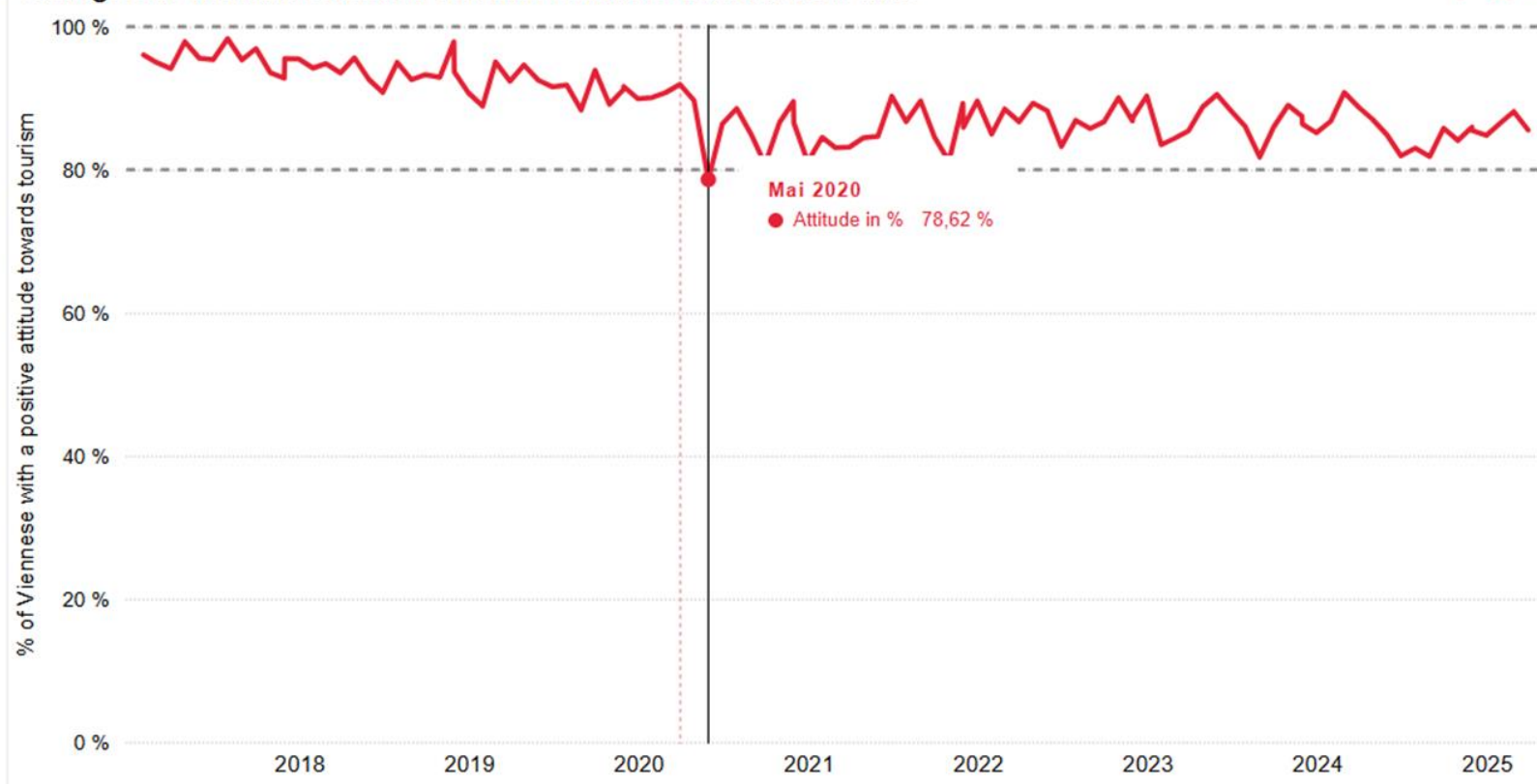
WIEN



Vienna residents' attitude towards tourism



Changes in Vienna residents' attitude towards tourism over time



The graph shows the percentage of Viennese residents that has a positive/very positive attitude towards tourism. It depicts developments over time by month. Since 2017, the Vienna Tourist Board has continuously surveyed local residents on satisfaction with tourism. The sharp drop in acceptance in spring 2020 is linked to the Covid pandemic. The level then recovered and stabilized at a relatively high level.

Source: local satisfaction in Vienna (Vienna Tourist Board/Manova)



**MORE
INFORMATION**

Governance



Taxis

Short-term rental

Coaches

Mozart (ticket) vendors

E-vehicles (10km/h)

E-scooter

Group sizes



optimum.vienna.info

