

WIFO ■ REPORTS ON AUSTRIA **19/2025**

Austrian Tourism is Attracting More Visitors

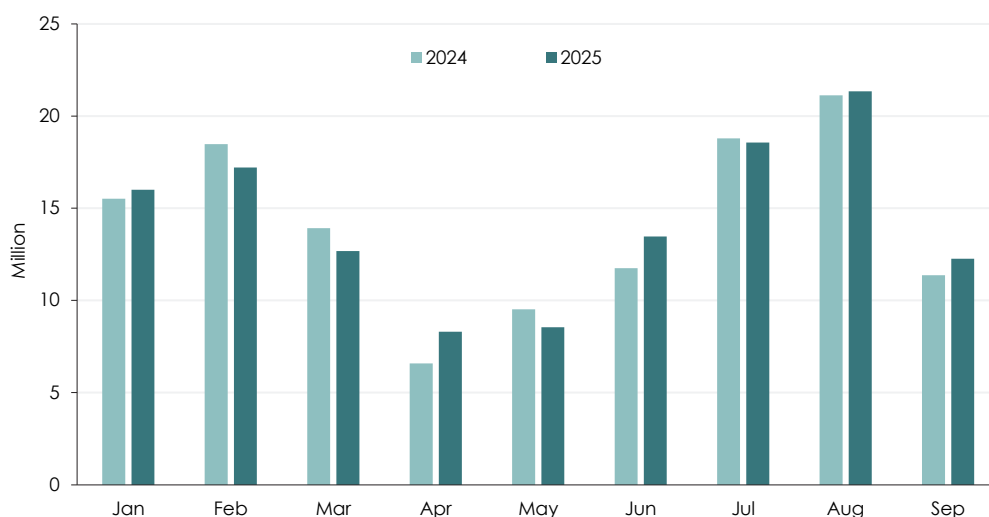
Oliver Fritz

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- In 2024, global tourism finally overcame the slump caused by the COVID-19 pandemic: around 1.5 billion international arrivals represent an increase of 12.4 percent compared to 2023, returning to the level of the pre-crisis year 2019.
- In Austria, 2024 saw more guests (+1.1 percent) and overnight stays (+1.1 percent) than in 2019 for the first time. The average length of stay per accommodation returned to the pre-crisis level of 3.3 nights.
- With the end of the pandemic and the completion of the recovery process, regional growth differences became more pronounced: Vienna was the growth engine of domestic tourism, with a 9.3 percent increase in overnight stays compared to the previous year, as it had been in the years up to 2019. Carinthia and Lower Austria recorded slightly fewer overnight stays than in 2023, while Salzburg saw stagnation; all other federal states reported positive results.
- The recovery was much more dynamic in the summer than in the winter season. Overnight stays in the summer of 2024 were already 3.3 percent higher than in the summer season of 2019, while in the winter of 2024-25 they were still 0.7 percent below the winter of 2018-19. The preliminary figures for summer 2025 are also positive, with a 2.2 percent increase in overnight stays compared to the previous year.
- For 2025 as a whole, WIFO expects a further increase in overnight stays, but a flattening of the growth curve.

Development of overnight stays in Austria



"Despite declines in February and July, which are important months for domestic tourism, overnight stays are expected to reach a new high in 2025."

The number of overnight stays in Austria reached a new high of 128.4 million from January to September 2025 (+1.0 percent compared to the same period in 2024; source: Statistics Austria; WDS – WIFO Data System, Macrobond).

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December 2025

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In 2024, global tourism finally recovered from the pandemic-induced slump: with approximately 1.5 billion international arrivals (+12.4 percent compared to 2023), the 2019 level was restored. In Austria, arrivals and overnight stays in 2024 were slightly above pre-crisis levels for the first time (+1.1 percent), and the average length of stay per accommodation returned to the pre-crisis value of 3.3 nights after having increased against the long-term trend from 2020 to 2023. With the completion of the catch-up process, pronounced regional differences emerged: Vienna again acted as a growth engine with a 9.3 percent increase in overnight stays, while Carinthia and Lower Austria recorded slight declines and Salzburg stagnated. Post-pandemic recovery was also seasonally uneven and was markedly more dynamic in summer (summer 2024 +3.3 percent compared to summer 2019, provisional summer 2025 +2.2 percent compared to the previous year), whereas the 2024-25 winter season level still remained slightly below that of the 2018-19 winter (-0.7 percent). For 2025, WIFO expects a renewed increase in overnight stays, but a slowdown in growth.

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Despite numerous crises, the global number of international visitors has returned to pre-COVID-19 levels. Further growth is expected in the coming years.

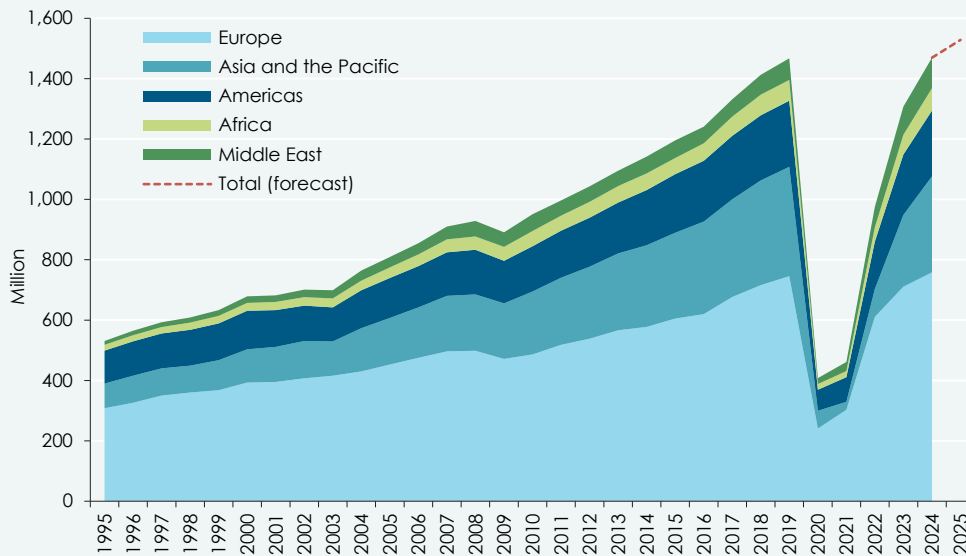
1. International tourism returns to its former strength

In 2024, global tourism finally overcame the COVID-19 pandemic. Around 1.5 billion international arrivals effectively matched the 2019 level; compared to 2023, arrivals increased by a good 12.4 percent – equivalent to 163 million additional cross-border travellers. The main reasons for the relatively rapid recovery and continued growth in tourism are the sustained high demand for travel, robust spending from major source markets, the further opening up of Asia (especially China) to tourism, and – particularly with regard to Asian markets – improved flight connections and, in some cases, simplified visa requirements.

The upturn varied greatly from region to region. Europe remained the most important destination region with 759 million arrivals (+6.8 percent compared to 2023, 51.6 percent of global arrivals), exceeding the 2019

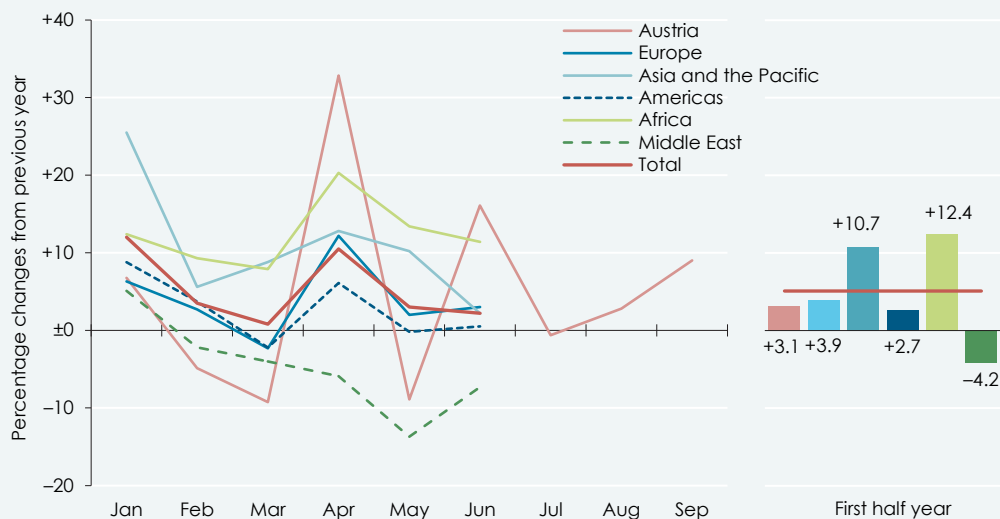
figure by 1.7 percent. The Middle East continued its exceptional growth: with 101 million arrivals, the region was 41.2 percent above its pre-crisis level in 2019, benefitting from, among other things, massive investments in tourism infrastructure and simplified entry processes. Asia and the Pacific region caught up noticeably with 318 million international arrivals (+33.7 percent compared to 2023), but remained below pre-pandemic levels because parts of Asia were slow to fully open up to travellers after COVID-19-related restrictions. Africa significantly exceeded 2019 figures with 74 million arrivals (+13.5 percent compared to the previous year), while the Americas almost reached pre-crisis levels with 218 million (+9.0 percent), although further growth prospects are clouded by the Trump administration's restrictive entry policy.

Figure 1: **Development of international tourist arrivals by world region**



Source: UN Tourism. 2024: provisional, 2025: forecast (as of September 2025).

Figure 2: **Monthly development of international tourist arrivals by world region and in Austria 2025**



Source: Statistics Austria, UN Tourism. World regions: provisional figures (as of September 2025).

2024 was also a record year financially. International tourism revenues rose by 10.6 percent in volume terms compared to the previous year to 1.7 trillion \$ (+14.3 percent compared to 2019). Guests spent an average of around 1,180 \$ per trip, significantly more than before the pandemic (1,000 \$). However, the high travel expenditure also reflects the continuing strong price inflation in tourism: according to an estimate by the UN World Tourism Organisation – UN Tourism (2025), it stood at 8.0 percent in 2024, well above the general inflation rate of 5.8 percent (International Monetary Fund, 2024). The fact that tourism was able to

grow despite higher prices underscores the robust demand from international travellers.

Growth remained solid at the start of 2025. In the first quarter, international arrivals worldwide were up 5.2 percent on the same quarter last year and 4.4 percent on the first quarter of 2019, with more than 300 million persons travelling across borders. Europe welcomed around 125 million guests in the first three months of the current year (+1.9 percent compared to the same quarter last year and +6.1 percent compared to the first quarter of 2019). Africa (+9.8 percent compared to the same quarter last year)

and Asia and the Pacific region (+13.0 percent) grew particularly strongly. In North-East Asia, arrivals rose most strongly, up 23.5 percent compared to the first quarter of 2024, reaching 95 percent of pre-crisis levels. The Middle East stagnated after an exceptional year in 2024 (–0.3 percent compared to the same quarter last year); nevertheless, the 2019 level was exceeded by a full 42 percent. The positive trend also continued on the revenue side: many destinations – such as Spain, France, Turkey and Japan – reported strong growth in the first quarter.

For the rest of 2025, UN Tourism forecasts growth in international arrivals of 3 percent

to 5 percent. According to the UN Tourism Panel of Experts, economic factors such as weaker global growth of real GDP and high travel and accommodation costs are considered major challenges. A third major obstacle that has been added is trade tariffs, which 37 percent of the experts surveyed consider to be a risk. Low consumer confidence and geopolitical tensions also pose risks that could dampen further growth, depending on the region. In 2025, travellers will pay more attention to value for money and increasingly choose closer destinations and domestic travel. Sustainable travel practices are also gaining in importance.

2. Austria: Tourist demand continues to rise

2.1 Number of guests and overnight stays is higher than before the COVID-19 pandemic

Austria's tourism industry reached record levels of arrivals and overnight stays in 2024. Growth has remained robust so far this year, although with fluctuations.

Not only has tourism returned to a growth path worldwide, but the number of guests and overnight stays in Austria is also rising significantly. In 2024, both figures were already back above 2019 levels (arrivals +3.3 percent, overnight stays +1.1 percent). Although the increase in international guests (+4.2 percent, overnight stays +2.5 percent) was much weaker in Austria than worldwide, this is not unusual for an already established tourist destination. The domestic market also expanded, but the increase in domestic travellers remained significantly below that of foreign guests at 1.6 percent (overnight stays +0.9 percent).

Although tourism revenues rose in value terms, they remained below pre-crisis levels when adjusted for inflation. Guests are being more cautious with their spending.

Domestic tourism has also been dynamic so far in 2025: between January and September, the number of overnight stays was 1.0 percent higher than in the same period last year and 1.2 percent higher than in the same period in 2019. Once again, demand from foreign sources (+1.4 percent overnight stays) rose more strongly than domestic demand (+0.4 percent). However, the development during the year can certainly be described as fluctuating; the increase in overnight stays is mainly due to growth in September (+7.2 percent compared to September 2024, foreign guests +8.2 percent, domestic travellers +4.9 percent). However, this month was affected by extreme weather events in 2024, which puts the high growth into perspective: in September 2024, Austria was almost continuously hit by extreme rainfall and thunderstorms, which can also be attributed to climate change. All nine federal states were affected, especially the western and southern Alpine regions (Vorarlberg, Tyrol, Salzburg, Upper Styria, Carinthia), while the east was dominated by severe thunderstorms with hail, gusts of wind and local flash floods. The increase in overnight stays in September 2025 is therefore also a consequence of the weather-related losses of the previous year. If this month is

excluded, i.e. only the period from January to August 2025 is considered, overnight stays were only 0.4 percent higher than in the previous year (international guests +0.5 percent, domestic travellers –0.1 percent). The decline in overnight stays in the important tourism months of February (–6.9 percent compared to the previous year, share of overnight stays in 2024 as a whole: 12.0 percent) and July (–1.2 percent, weight: 12.2 percent) had a dampening effect.

2.2 More guests, but restraint in spending

Not only did the upward trend in guest numbers and overnight stays continue after the end of the pandemic, but revenues also rose: in 2024, value revenues from international travel in Austria were 6.7 percent above the previous year's figure and 16.9 percent above the 2019 level. However, these high growth rates are largely due to buoyant inflation, which remains well above the general rate of inflation in domestic tourism. In price-adjusted terms, tourism consumption grew significantly more slowly than arrivals and overnight stays. Although price-adjusted revenues from international travel in 2024 exceeded the previous year's figure by 1.2 percent, the gap to pre-pandemic spending levels is closing only very slowly and still stood at 14.5 percent in 2024.

The unfavourable real income trend continued in 2025: according to Statistics Austria, nominal travel exports rose by 4.4 percent in the first three quarters of this year, but adjusted for price changes, they fell by 0.3 percent, which actually widened the gap to the real expenditure level before the outbreak of the pandemic.

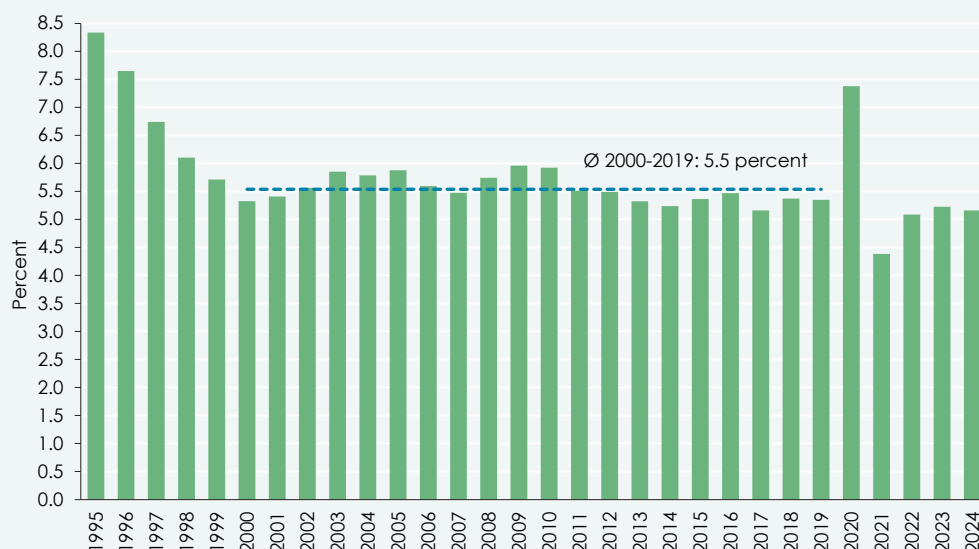
One reason for this is probably an increased tendency among guests to save money: although the desire to travel has returned after the end of the pandemic-related restrictions and both business and private travel have resumed in full, guests are cautious in their spending – not least against the backdrop of high uncertainty in many countries

caused by multiple crises. The price increases implemented by businesses are therefore not having their full effect on revenue. The gap between volume and revenue resulting from additional guests and lower real consumption is causing problems: on one hand, it reduces the social sustainability of tourism in those regions and destinations that suffer from "overtourism", which is currently offset by lower economic benefits. On

the other hand, it worsens the economic situation of numerous tourism businesses, which are confronted with high wage increases due to inflation and rising costs for energy and food. In addition, Austrian tourism suffers from declining price competitiveness compared to its European competitors, which cannot always be offset by quality advantages.

Figure 3: **Austria's market share in international European travel**

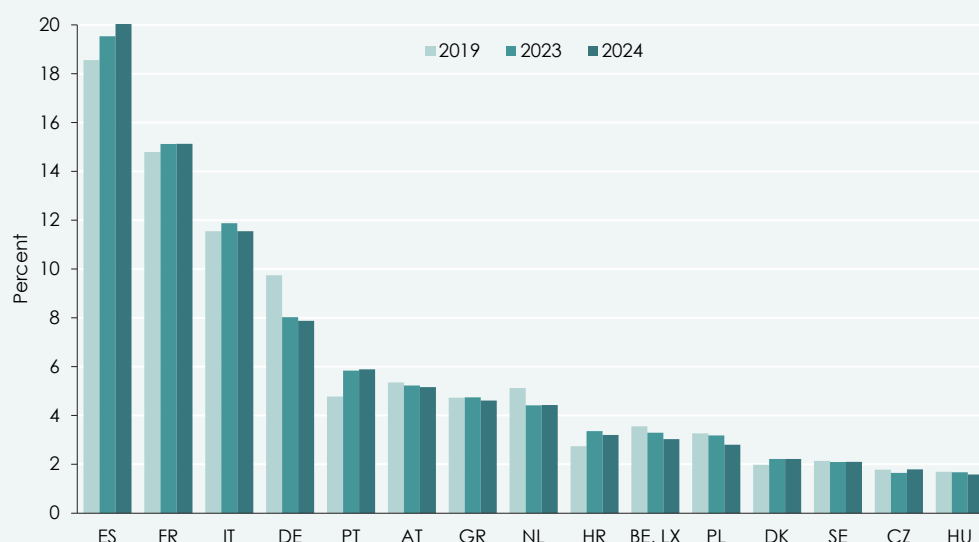
Measured in terms of nominal travel exports of the EU 27



Source: IMF; OeNB; Statistics Austria; UN Tourism; wiiw; WIFO calculations; WDS – WIFO Data System, Macrobond. Excluding international passenger transport.

Figure 4: **The 15 EU countries with the largest market shares in international European travel**

Measured in terms of nominal travel exports of the EU 27



Source: IMF; OeNB; Statistics Austria; UN Tourism; wiiw; WIFO calculations; WDS – WIFO Data System, Macrobond. Excluding international passenger transport. Ranked according to market share in 2024.

3. Heterogeneous regional tourism development

3.1 Different recovery trends from Vienna to Vorarlberg

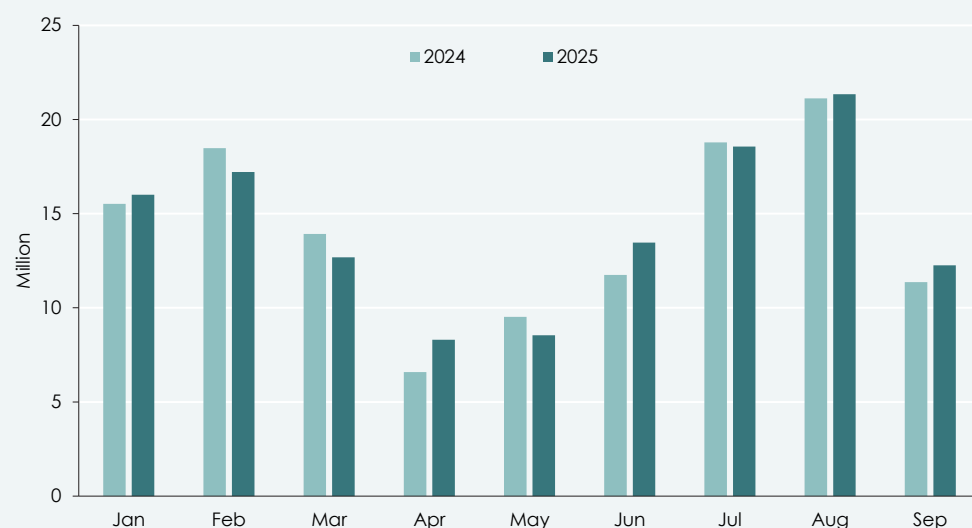
The growth in overnight stays in Austria varied greatly by region and season in both 2024 and the first nine months of 2025.

More than many other economic sectors, tourism offerings depend on region-specific location conditions. Accordingly, the tourism industry in Austria is also very diverse and varies from region to region, which brings advantages in terms of competitiveness (availability of offerings for different segments of tourist demand) and increased resilience (e.g. spa holidays instead of skiing holidays in winters with little snow). An analysis of the current development of domestic tourism must therefore take the regional level into account. However, data on

overnight stays, i.e. quantities, is primarily available for this level. In addition, this article also takes into account the results of the recently published Regional Tourism Satellite Account for 2023 and 2024, which also allows statements to be made about the development of tourism in the federal states on the basis of value added and employment (Chapter 4).

While all nine federal states increased their overnight stays in 2023, thereby continuing the recovery process after overcoming the pandemic and, in some cases, even completing it, the recovery in the following two years was more heterogeneous.

Figure 5: Development of overnight stays in Austria



Source: Statistics Austria; WDS – WIFO Data System, Macrobond.

Austria's overnight stays developed positively total in 2024 (+2.1 percent), driven primarily by foreign tourism (+2.5 percent), while overnight stays by domestic travellers increased only moderately (+0.9 percent). However, the regional picture was very mixed: Vienna stood out as the clear growth driver with +9.3 percent (domestic travellers +6.5 percent, international guests +9.9 percent). Tourism also expanded robustly in Vorarlberg (+2.3 percent, foreign guests +2.7 percent) and Tyrol (+1.6 percent, international guests +1.7 percent). In contrast, Carinthia (–0.3 percent) and Lower Austria (–0.2 percent) recorded slight declines or stagnation in their overnight stays. In Carinthia, domestic demand was particularly weak (–1.2 percent), while in Lower Austria, a decline in foreign demand (–0.7 percent) dampened tourism development, despite positive impulses from Vienna.

The regional distribution of overnight stays by international guests illustrates the different specialisation in foreign and domestic markets: tourism in Tyrol (share of overnight stays by international guests in 2024: 91.8 percent), Vorarlberg (89.4 percent) Vienna (82.2 percent) and Salzburg (78.1 percent) are strongly dependent on foreign markets, while development in Burgenland (23.2 percent), Lower Austria (34.7 percent) and Upper Austria (44.7 percent) is driven more by domestic tourism. Positive impulses from the international market, as were noticeable in 2024, therefore had a particularly stimulating effect in the western federal states. Burgenland, on the other hand, benefitted primarily from higher domestic demand (+4.7 percent), which was also observed in Vienna (+6.5 percent).

In 2025, for which data is currently available for January to September, growth in overnight stays was mainly driven by guests from

foreign (+1.2 percent), as in the previous year, while overnight stays by Austrian guests again increased only moderately (+0.4 percent). The regional growth pattern is also similar to that of the previous year: Vienna has provided the strongest impetus so far (+5.0 percent, international guests +6.3 percent, domestic travellers –0.8 percent), while Carinthia (–1.3 percent) in particular is again showing weakness. Burgenland has achieved solid growth so far (+3.0 percent, domestic travellers +3.2 percent, foreign guests: +2.4 percent), but Salzburg (+1.0 percent) and Tyrol (+0.9 percent) also recorded growth. In Lower Austria, Vorarlberg and Styria, overnight stays are currently at approximately the same level as last year.

The seasonal breakdown of overnight stays in winter (January to April 2025, i.e. excluding November and December 2024) and summer (May to September 2025, still excluding October) allows for more accurate findings: in the winter months of 2025, overnight stays in Austria declined total (–0.6 percent), driven by a decline in foreign demand (–0.9 percent) with a slightly positive trend in domestic overnight stays (+0.6 percent). Vienna was an exception, recording strong growth even in winter (+9.6 percent, international guests: +12.4 percent), thus partially offsetting the weakness in other regions, especially in Carinthia (–4.4 percent), but also in Salzburg (–2.6 percent), Upper Austria (–2.4 percent) and Styria (–1.8 percent).

In the summer (May to September 2025), overnight stays recovered significantly across Austria (+2.1 percent), driven mainly by international guests (+2.9 percent), but as already mentioned, this was mainly due to a base effect in September. Some typical summer tourism regions (Salzburg +4.6 percent total, foreign guests +5.4 percent; Tyrol +2.4 percent and +2.6 percent respectively; Vorarlberg +2.4 percent and +2.8 percent respectively) benefited from lively foreign demand, while some regions with a higher domestic orientation, such as Lower Austria or Carinthia, suffered from weak domestic demand (–1.7 percent and –1.2 percent respectively) and were therefore unable to make up much ground in the summer. In Styria, the number of overnight stays stagnated (+0.1 percent, domestic travellers +0.5 percent, foreign guests –0.3 percent).

3.2 Regional variation also in the development of foreign overnight stays by source market

In 2024, Austria was largely successful in its most important foreign source markets. Overnight stays by guests from the EU 27 rose by 1.9 percent, demand from Germany, the most important foreign market with a share of over 50 percent in overnight stays, increased by 1.8 percent, and

demand from the UK by 5.4 percent. Only the Dutch market, which is important for Austria with a share of over 9 percent of foreign overnight stays, performed poorly (–0.2 percent). Demand from Switzerland was only slightly more dynamic (+0.3 percent). Long-haul markets grew particularly strongly (up 16 percent total): demand from Asia recovered significantly (China up 85.6 percent, Japan up 32.3 percent), and overnight stays from the USA (up 14.2 percent) were already 16.3 percent above the 2019 level. Despite these increases, the long-haul segment was still a total of 1.5 million overnight stays (–21.2 percent) below the 2019 level; demand from Asia in particular remained below pre-crisis levels despite high growth rates.

In a regional comparison, foreign source markets developed very differently in 2024. The differences are likely to be due mainly to market structural factors, but also to the varying ease of access to the regions for foreign guests. Holidaymakers from the EU 27 stayed in Vienna (+6.4 percent), Burgenland (+4.0 percent) and Styria (+3.4 percent) significantly more often than in the previous year, but less often in Lower Austria (–2.3 percent). Salzburg (+0.4 percent) and Carinthia (+0.2 percent) recorded stagnation. German guests, who are a key factor in the Alpine federal states, accounting for 50 percent to 60 percent of all overnight stays there, showed only moderate growth in 2024, which dampened overall growth; weak demand from the Netherlands also had a dampening effect in several parts of the country.

Looking at the Eastern European markets (CEECs), there is no simple geographical divide, but rather a heterogeneous pattern: Burgenland (+12.4 percent), Styria (+6.5 percent), Carinthia (+7.3 percent), Tyrol (+5.3 percent), Vorarlberg (+4.7 percent) and Vienna (+4.7 percent) were above the Austrian average (+3.9 percent). Only Lower Austria (–5.5 percent) and Upper Austria (–4.6 percent) recorded significant declines. Their weak performance in the Eastern European source markets was mainly due to Poland, Hungary and Slovakia, while in Burgenland, Styria and Tyrol, growth was supported by increases from Czech Republic, Hungary and Poland.

When analysing demand trends from long-haul markets, it should not be forgotten that these markets are currently only of significant importance in Vienna (share of total overnight stays in 2024: 14.4 percent, Austria: 3.6 percent), while they do not (yet) play a role in the other federal states, with the possible exception of Salzburg (3.9 percent). Individual destinations (e.g. Zell am See, which specialises in Arab guests) may, of course, differ structurally from the respective federal state.

Subdued demand from Germany and the Netherlands dampened overnight stays in many domestic regions. Growth from Eastern Europe and North America compensated for this.

In 2024, Vienna (+21.3 percent, including the USA +17.4 percent, China +78.7 percent, Japan +44.8 percent), Tyrol (+19.2 percent, China +123.9 percent, USA +12.4 percent) and Upper Austria (+18.5 percent, China +111.3 percent). In contrast, Salzburg (+5.0 percent) and Carinthia (+7.5 percent) remained well below the national trend

(+16.0 percent); Vorarlberg was in between with +11.9 percent. Across the board, guests from the USA ensured growth almost everywhere, with demand from Asia (especially China) even growing by double or triple digits, whereas demand from Scandinavia and the Gulf markets declined in many places.

Table 1: **Overnight stays by foreign guests by federal states and market of origin**
2024

	Total	Long-haul markets	CEEC 5	Most important market	Second most important market	Third most important market
Percentage changes from previous year						
Vienna	+ 9.9	+ 21.3	+ 4.7	Germany	USA	Italy
Lower Austria	- 0.7	+ 11.4	- 5.5	Germany	Poland	Hungary
Burgenland	+ 3.8	+ 8.4	+ 12.4	Germany	Hungary	Czech Republic
Styria	+ 3.5	+ 9.6	+ 6.5	Germany	Hungary	Czech Republic
Carinthia	+ 0.3	+ 7.5	+ 7.3	Germany	Netherlands	Czech Republic
Upper Austria	+ 2.7	+ 18.5	- 4.6	Germany	Czech Republic	Hungary
Salzburg	+ 0.3	+ 5.0	+ 4.0	Germany	Netherlands	Czech Republic
Tyrol	+ 1.7	+ 19.2	+ 5.3	Germany	Netherlands	Switzerland
Vorarlberg	+ 2.7	+ 11.9	+ 4.7	Germany	Switzerland	Netherlands
Austria	+ 2.5	+ 16.0	+ 3.9	Germany	Netherlands	Switzerland

Source: Statistics Austria; WDS – WIFO Data System, Macrobond. Foreign markets: Brazil, China, CIS (excluding Russia and Ukraine), India, Japan, Canada, Russia, Saudi Arabia, USA, United Arab Emirates.

Based on the data available so far for 2025, foreign demand expanded significantly more strongly than domestic demand (January to September 2025: +1.2 percent compared to +0.5 percent), but only about half as strongly as in 2024 as a whole (+2.5 percent). The slowdown in growth is attributable to traditional Western European markets, especially guests from Germany (-0.9 percent) and the Netherlands (-0.7 percent), but also from Switzerland (-1.4 percent). Conversely, growth drivers were the Eastern European source markets, in particular Poland (+6.5 percent), Slovakia (+5.8 percent) and Czech Republic (+5.6 percent), and the long-haul markets, from which Vienna benefited most, as in 2024. Overnight stays from China rose by 13.1 percent across Austria, and those from Japan by as much as 18.9 percent (USA +6.4 percent, Canada +11.9 percent). Demand from Arab countries, which had fallen noticeably in 2024, recovered again (United Arab Emirates +12.4 percent, Saudi Arabia +16.3 percent).

At the federal states level, no information is yet available for September on the development of foreign overnight stays by source market, so the following regional analysis must be limited to the period from January to August. It should be noted that the base effect already mentioned in September may also change the regional picture¹.

Vienna, where foreign overnight stays from January to August 2025 were 5.6 percent higher than in the same period last year

¹ International overnight stays grew by only 0.5 percent across Austria between January and August

(versus +0.5 percent in Austria), scored particularly well in a federal comparison with guests from western EU countries (14 EU countries +1.3 percent) and Eastern Europe (CEEC 5 +4.7 percent). On the other hand, the growth differential was negative in the long-haul markets that are important for Vienna (+8.2 percent, Austria +10.8 percent), which is largely due to a slight decline in overnight stays from the USA (-0.4 percent), which increased by 5.7 percent in Austria. In **Burgenland** (international overnight stays January to August +1.2 percent), in contrast to Austria, there were more German guests (+2.2 percent, Austria -1.9 percent) and slightly more guests from the CEEC 5 (+5.0 percent versus +4.2 percent); other countries of origin are of little significance in Burgenland. Lower Austria, the third eastern federal province (international overnight stays January to August +0.9 percent), showed a similar market structure growth pattern to Austria, but attracted more guests from Switzerland (+1.6 percent versus -2.0 percent) and the UK (+2.5 percent versus +0.6 percent).

Styria lost market share in the international guest segment between January and August (foreign overnight stays down 0.8 percent compared to the same period last year), the losses in German (-3.3 percent versus -1.9 percent in Austria) and Dutch guests (-14.8 percent versus -1.0 percent) were particularly significant and could not be offset by successes in the Eastern

2025, but when September is included, the figure rises to 1.2 percent.

European markets (CEEC 5 +5.4 percent versus +4.2 percent) and the UK (+6.3 percent versus +0.6 percent). **Carinthia** (foreign overnight stays January to August –2.0 percent) lagged behind the national average in most source markets.

The same applies to **Upper Austria** (international overnight stays January to August: –0.8 percent), which, however, was successful in long-haul markets (+16.8 percent versus +10.8 percent) and also attracted many guests from the UK (+16.2 percent versus +0.6 percent). In contrast to the federal territory as a whole, overnight stays from the CEEC 5 countries declined slightly (–0.3 percent).

In **Salzburg**, the balance of foreign tourism from January to August 2025 (overnight stays –0.2 percent) suffered in particular from weak demand among German (–2.7 percent) and Dutch guests (–3.2 percent), with positive impetus coming from the CEEC 5 (+5.4 percent) and the long-haul markets, which are not entirely unimportant for Salzburg (+15.1 percent); the increase in overnight stays from North America played a significant role (USA +14.8 percent versus +5.7 percent in Austria total, Canada +14.9 percent versus +10.6 percent). Between January and August 2025, **Tyrol**, the most important federal state for tourism, recorded a 0.4 percent increase in foreign overnight stays compared to the same period last year. The decline in German guests (–1.1 percent), who are particularly important for Tyrol, was somewhat more subdued than in Austria as a whole, while Dutch guests actually achieved a significant increase of 1.7 percent, contrary to the national trend. Tyrol also achieved growth in guests from the CEEC 5 (+6.0 percent), Canada (+18.6 percent) and the USA (+12.1 percent). **Vorarlberg** recorded fewer overnight stays by foreign guests (–0.8 percent), despite brisk demand from Eastern Europe (CEEC 5 +10.8 percent) and the USA (+14.9 percent). The decline in overnight stays by German guests (–1.5 percent) was particularly significant.

3.3 Holiday apartments continue to gain market share

An analysis of the development of overnight stays by type of accommodation confirms the trend towards commercial holiday apartments: overnight stays in such accommodation increased by 8.1 percent in 2024 compared to the previous year, and by as much as 46.3 percent compared to 2019. This increased their market share of overnight stays in all types of accommodation from 6.1 percent in 2010 to 9.0 percent in 2019 and 13.1 percent in 2024. The share of private holiday apartments in the total volume of overnight stays is very stable in a longer-term comparison and stood at

12.1 percent in 2024 (2010: 11.3 percent, 2019: 12.5 percent). Private accommodation accounted for 2.9 percent in 2024, with the remaining types of accommodation accounting for 12.3 percent – including campsites (5.5 percent) as well as youth hostels, family guesthouses, recreational homes run by associations, etc.

In addition to holiday apartments, hotels in the upmarket segment are currently in high demand, with an increase in overnight stays of 4.1 percent in 2024. The share of the "luxury segment" remained relatively stable at around 35 percent for many years. In contrast, 3-star hotels not only had to contend with a decline in overnight stays in 2024 (–1.6 percent), but also lost market share in the longer term (from 21.4 percent in 2010 to 17.8 percent in 2024); the picture is similar for 2/1-star hotels, whose share of overnight stays fell from 8.4 percent (2010) to 6.4 percent most recently. As a type of accommodation, hotels have lost ground in the long term, with their share falling from 65.1 percent in 2010 to just 59.6 percent in 2024. It should be noted that not all hotels are subject to categorisation. However, Statistics Austria assigns uncategorised hotels to the categories shown in the data.

Private accommodation is also steadily losing importance: overnight stays there fell by 5.2 percent in 2024 compared to the previous year, further reducing the market share of this type of accommodation to 2.9 percent (2010: 5.5 percent, 2019: 3.8 percent). The structural changes in demand for types of accommodation were similar in all federal states in 2024; regional divergences are most likely to be observed in private holiday apartments, where demand in Carinthia and Styria developed better than the average for all types of accommodation last year (Carinthia +0.9 percent versus –0.3 percent, Styria +4.3 percent versus +1.8 percent). In Vienna, demand for hotels in the 2/1-star category increased at an above-average rate of +10.8 percent, while overnight stays in private holiday apartments declined by 11.7 percent. The latter is probably due to the tightening of the legal framework for short-term rentals as part of the 2023 amendment to the Vienna Building Regulations.

For 2025, the analysis of regional overnight demand by type of accommodation is again based on the period from January to August, as no data is yet available for September. In the first eight months, the demand structure was essentially the same as in 2024: hotels in the upper quality segment (+1.5 percent compared to +0.4 percent across all types of accommodation) and commercial holiday apartments (+3.3 percent) were in above-average demand. The regional pattern also remained unchanged; the below-average development of

While commercial holiday apartments continue to gain market share, lower-category hotels and private accommodations are losing importance.

overnight stays in 5/4-star accommodation in Vienna (+3.1 percent versus +4.3 percent across all accommodation types) is striking, while at the same time 2/1-star hotels in the federal capital (+9.5 percent) and in Vorarlberg also saw strong growth. Contrary to the national trend, commercial holiday apartments in Carinthia (–3.9 percent

versus –2.1 percent across all types of accommodation) and Salzburg (–1.7 percent versus +0.4 percent) performed relatively poorly. The regulatory tightening of short-term rentals in Vienna from July 2024 onwards was also reflected in 2025 in a 21.1 percent decline in overnight stays in private holiday apartments.

Table 2: Regional development of overnight stays by nationality and type of accommodation

	Vienna	Lower Austria	Burgenland	Styria	Carinthia	Upper Austria	Salzburg	Tyrol	Vorarlberg	Austria
	Percentage changes from previous year									
January to August 2025										
Total	+ 4.3	– 1.3	+ 2.4	– 0.4	– 2.1	– 0.7	+ 0.4	+ 0.5	– 0.7	+ 0.4
Domestic	– 1.7	– 2.5	+ 2.8	– 0.0	– 2.2	– 0.6	+ 2.6	+ 1.1	+ 0.4	– 0.1
From foreign	– 1.5	– 3.3	+ 2.2	– 3.3	– 3.0	– 4.9	– 2.7	– 1.1	– 1.5	– 1.9
From Germany	+ 5.6	+ 0.9	+ 1.2	– 0.8	– 2.0	– 0.8	– 0.2	+ 0.4	– 0.8	+ 0.5
Hotels and similar establishments	+ 4.0	– 0.3	+ 2.2	– 0.5	– 2.6	– 0.9	+ 0.8	– 0.0	+ 1.2	+ 0.6
5/4 stars	+ 3.1	– 1.5	+ 3.0	+ 1.7	– 2.1	+ 0.4	+ 3.4	+ 1.0	+ 1.2	+ 1.5
3-star	+ 4.1	+ 1.3	+ 0.0	– 2.7	– 2.1	– 2.6	– 2.9	– 2.6	– 0.2	– 1.3
2/1 star	+ 9.5	+ 0.1	+ 2.6	– 5.6	– 8.1	– 1.7	– 2.6	+ 0.4	+ 5.6	+ 0.5
Commercial holiday apartments and houses	+ 13.4	+ 9.8	+ 11.0	+ 3.0	– 3.9	+ 7.3	– 1.7	+ 6.3	+ 2.1	+ 3.3
Private holiday flats and houses	– 21.1	+ 9.6	+ 5.2	+ 3.4	– 0.3	– 1.8	+ 0.5	– 2.4	– 5.8	– 1.7
Private accommodation	– 12.4	– 2.2	– 3.1	– 4.2	– 8.9	– 6.0	– 5.7	– 8.5	– 3.1	– 6.2
Camping	+ 24.2	– 7.4	+ 10.5	– 1.5	– 0.0	– 3.5	+ 4.3	+ 2.7	+ 3.8	+ 1.7
Other accommodation	+ 6.4	– 6.7	– 8.2	– 6.8	– 2.3	+ 0.3	+ 3.2	+ 2.4	– 10.7	– 1.4

Source: Statistics Austria; WDS – WIFO Data System, Macrobond.

4. The development of tourism value added and employment in the federal states: results from the Regional Tourism Satellite Accounts

Traditionally, the evaluation of the Austrian tourism industry, especially at the regional level, has been based on timely, high-quality data on the number of guests (arrivals) and overnight stays, which are published monthly by Statistics Austria. However, it is not the development of quantities that is decisive for assessing the success of the tourism industry, but rather that of economic success indicators. In addition, arrivals and overnight stays only represent part of the demand for tourism: besides guests who spend at least one night in accommodation, tourism also includes domestic and foreign day visitors. Tourism consumption therefore includes the expenditure of persons

- who travel outside their usual environment for private or business purposes for a maximum of one year and are not employed by resident enterprises (UN Tourism, 2010a, 2010b), as well as
- day visitors – both domestic and foreign – as well as tourists who stay at least one night.

The National Accounts, as the central system for measuring total economy performance, cannot fully capture the contribution of tourism in this definition. The reason for this lies in the functional nature of tourism. Unlike traditional economic sectors such as

agriculture or industry, tourism is not classified as a separate sector in the National Accounts. Instead, tourism value added is generated across all economic sectors – from accommodation and food service activities to transport, trade, arts, entertainment and leisure. To measure the value added and employment attributable to tourism, so-called satellite accounts are therefore required: these are specialised analysis systems linked to the National Accounts that provide additional information on specific cross-cutting issues or areas of economic and social interest. The term "satellite" is methodologically apt: just as a satellite "orbits" the entire system from a 360° perspective, a satellite account extracts the relevant information from all National Accounts and consolidates it in a separate, thematic table system.

Since 1999, Statistics Austria and WIFO have regularly compiled satellite accounts for the domestic tourism industry, which supplement the system of national accounts and are based on the internationally agreed methodological frameworks TSA:RMF 2008, IRTS 2008 and ESA 2010. In contrast, methodologically consistent regional satellite accounts based on the same databases have so far only been available to a limited extent. For the years 2018, 2021 and 2023,

supplemented by estimates of the most important indicators for 2024, Tourism Satellite Accounts (TSA) have now been compiled for the first time for all nine Austrian federal states (Fritz et al., 2025).

The TSA concept basically only takes direct tourism demand into account. This refers to expenditure based on direct relationships between consumers and producers. The resulting (direct) tourism value added can therefore be compared between the

federal states and with similarly calculated satellite accounts for other sectors. In order to determine the overall significance of tourism for the total economy, the indirect effects were also calculated as part of extensions to the regional TSA. These indirect value added and employment effects triggered by economic supply linkages are taken into account using the ASCANIO sectoral regional model developed by WIFO. The results for 2023 and 2024 are summarised briefly below.

Table 3: **Macroeconomic and regional economic significance of tourism in Austria**

	Tourism value added, value									
	Direct effects according to (R)TSA, model-adjusted					Direct and indirect effects according to model calculation				
	2023	2024 ¹	2024 ¹	2023	2024 ¹	2023	2024 ¹	2024 ¹	2023	2024 ¹
	Absolute, million €		Percentage Share of GDP or GRP as changes		a percentage	Absolute, million €		Percentage Contribution to GDP or GRP as a percentage		
Regional impact of tourism across Austria										
Vienna	3,657	–	–	3.1	–	5,818	6,479	+ 11.4	4.9	–
Lower Austria	1,782	–	–	2.4	–	2,798	2,913	+ 4.1	3.8	–
Burgenland	398	–	–	3.6	–	559	613	+ 9.6	5.0	–
Styria	1,843	–	–	3.0	–	2,600	2,751	+ 5.8	4.2	–
Carinthia	1,244	–	–	4.6	–	1,633	1,700	+ 4.1	6.1	–
Upper Austria	1,388	–	–	1.7	–	2,311	2,457	+ 6.3	2.8	–
Salzburg	3,604	–	–	9.8	–	4,844	5,161	+ 6.6	13.2	–
Tyrol	5,579	–	–	13.2	–	6,977	7,410	+ 6.2	16.5	–
Vorarlberg	1,146	–	–	5.1	–	1,605	1,713	+ 6.8	7.1	–
Total	20,642	22,319	+ 8.1	4.3	4.5	29,145	31,198	+ 7.0	6.1	6.3

Source: Statistics Austria, WIFO. Calculation using WIFO's input-output model (ASCANIO). (R)TSA . . . (Regional) Tourism Satellite Account. –¹ WIFO estimate.

In 2023, the total value of expenditure of persons visiting Austria for private or business purposes² amounted to 36,783 million €. At 9,666 million €, Tyrol accounted for the highest tourism consumption (26.3 percent), followed by Vienna (6,822 million € or 18.5 percent) and Salzburg (6,204 million € or 16.9 percent) as the most important tourism provinces after Tyrol.

In 2023, total tourism consumption resulted in direct and indirect value added effects amounting to 29,145 million €. Employment dependent on tourism (self-employed and employed) amounted to 276,600 full-time equivalents; the tourism industry thus contributed 6.1 percent to gross domestic product and accounted for 6.8 percent of total employment. From a regional perspective, however, the importance of tourism varies greatly and depends on the weight of other economic sectors in the individual regions. If

the direct and indirect value-added effects of tourism in Austria are broken down into the individual federal states, Tyrol again stands out with tourism accounting for 16.5 percent of gross regional product, followed by Salzburg with 13.2 percent. In Vienna, tourism contributes only 4.9 percent to total regional economic output, but this is not a sign of weakness in the local tourism industry; rather, it points to the strength of other sectors, such as public administration, healthcare and knowledge-intensive services.

For 2024, WIFO expects nominal direct and indirect gross value added to amount to 31,198 million € (+7.0 percent compared to 2023). Growth is likely to be significantly higher in Vienna (+11.4 percent) and Burgenland (+9.6 percent) than in the other federal states.

In 2024, domestic tourism is expected to have generated a value of over 31 billion € (+7 percent compared to 2023).

² Stays in weekend homes and second homes are also part of tourism consumption.

Table 4: **Employment directly and indirectly dependent on domestic tourism**

	Dependent employment and self-employed employment according to model calculation									
	Directly dependent					Directly and indirectly dependent				
	2023	2024 ¹	2024 ¹	2023	2024 ¹	2023	2024 ¹	2024 ¹	2023	2024 ¹
	Absolute, in full-time equivalents		Percentage changes	Share of total employment as a percentage		Absolute, in full-time equivalents		Percentage changes	Contribution to total employment as a percentage	
Regional impact of tourism throughout Austria										
Vienna	35,000	–	–	3.6	–	50,600	55,800	+ 10.3	5.2	–
Lower Austria	16,400	–	–	2.5	–	27,900	28,800	+ 3.2	4.2	–
Burgenland	4,400	–	–	3.8	–	6,500	7,000	+ 7.7	5.6	–
Styria	19,900	–	–	3.5	–	29,600	31,000	+ 4.7	5.2	–
Carinthia	12,700	–	–	5.2	–	17,600	18,100	+ 2.8	7.3	–
Upper Austria	13,800	–	–	2.0	–	24,400	25,700	+ 5.3	3.5	–
Salzburg	30,900	–	–	10.9	–	41,900	44,100	+ 5.3	14.8	–
Tyrol	48,500	–	–	13.2	–	63,600	66,800	+ 5.0	17.3	–
Vorarlberg	10,100	–	–	5.8	–	14,500	15,300	+ 5.5	8.3	–
Total	191,700	202,700	+ 5.7	4.7	4.9	276,600	292,500	+ 5.7	6.8	7.1

Source: Statistics Austria, WIFO. Calculated using the WIFO input-output model (ASCANIO). – ¹ WIFO estimate.

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