

TYROLEAN TOURISM GENERATES 6.4 BILLION EUROS



Tyrolean tourism provides about 80,000 jobs and accounts for almost a quarter of GDP reaching 6.4 billion euros. With around 340,000 beds, about 46 million overnight stays a year, and more than 53,000 directly employed persons, tourism is an exceptionally important economic activity for Tyrol, according to a study commissioned by the Province of Tyrol in cooperation with the German Association for Applied Economic Research.

At 23.9%, nearly a quarter of the total Tyrolean GDP is attributable to tourism. **“Together with this, tourism secures 80,000 jobs, nearly a quarter of all employees in the region,”** said Johannes Tratter, State Councilor of Tyrol. Tratter sees the results as a confirmation of the labor market policy relevance connected to the industry in Tyrol.

“Apart from the gratifying upward trend of the past twelve months, we can basically state that the labor market in Tyrol proves to be quite stable compared to other federal states even in more difficult times. This is also thanks to the jobs directly and indirectly coming from Tyrolean tourism,” Tratter added.

“Basically, the entire economy benefits from the guests coming to the region. Above all, if you know that more than 70% of the investments in the hotel industry and catering are exclusively given to Tyrolean companies, you can see how much tourism is responsible for jobs in other sectors,” emphasizes Franz Hörl, Tourism Spokesman of the Economic Chamber of Tyrol

For Günther Platter, the head of the region, **the study results show that the Tyrolean tourism industry needs support instead of more bureaucratic hurdles.**

“Always new, in some cases questionable regulations have considerably dampened the mood in the industry. Joy of work and optimism, however, are the basic condition for a positive development of tourism and thus also of the entire country,” Platter concluded.

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