

DOMESTIC VISITORS BOOSTED TOURISM IN VIENNA



More beds were occupied in Vienna, the Austrian capital, in January. Compared to the pre-crisis level, however, there is still a very long way to go.

In January, there has been a small sign of life in Vienna mainly thanks to domestic tourists and 307,000 overnight stays. That's an arithmetical plus of 424 percent compared to the same month in 2021, but still **only just under a third (30 percent) of the pre-crisis level of January 2019**, Wien Tourismus announced last week. Total revenues in the previous year of tourism in Vienna reached 305.6 million euros. It represents a decrease of 70 percent in 2021 compared to the record year 2019.

Sales Went Up

In relation to 2020, when the pandemic began, there was still a 28 percent increase in revenue last year, according to Wien Tourismus. "Compared to overnight stays, sales grew much more dynamically - albeit at a low level."

This January, the domestic market topped the list of the top 10 markets with 87,000 overnight stays (+163 percent). This was followed by tourists from Germany (50,000, +652 percent), Ukraine (12,000, +2,289 percent), USA (12,000, +994 percent), Romania (11,000, +868 percent), Italy (10,000, +837 percent), Spain (10,000, +3,087 percent), France (9,000, +1,010 percent), Israel (7,000, +7,431 percent) and Greece (6,000, +3,015 percent).

More Hotel Beds Available

A total of around 57,800 hotel beds were available in Vienna in January. This was around 25,000 beds (+78 percent) more than in January 2021. Accordingly, the average occupancy rate rose from 4.7 percent a year ago to 14.3 percent in January 2022.

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