

AUSTRIA'S NOTICEABLE TOURISM RECOVERY. WINTER IS UNCERTAIN



Employment in the Austrian tourism industry in July was above that of July 2019, with the unemployment rate declining since July 2021. Forecasts for the coming winter season are difficult in view of impending gas shortages but the tourism recovery goes on.

The Austrian tourism industry has recovered noticeably in the course of this year. **While there were still one-third fewer overnight stays in accommodation establishments in January than in January 2019, the shortfall narrowed to an average of 15.3 percent by July.** In the first half of the summer season - May to July - the pre-crisis level was almost reached with 37.2 million overnight stays (minus 4.3 percent compared to 2019), according to the Wifo business survey of August 2022.

Vienna, the country's capital, reported some positive numbers confirming the tourism recovery as well. Around 6.4 million overnight stays were registered in Vienna from January to July 2022, 350 percent more overnight stays than in the same period in 2021. In July, hotel sales in Vienna were back to pre-crisis levels for the first time.

In order to attract more tourists to Vienna, an international advertising campaign is currently being planned together with the city marketing department.

Employment in the industry in Austria in July was above that of July 2019, with the unemployment rate declining since July 2021. According to economists, the labor shortage repeatedly bemoaned by the industry is likely to have something to do with the fact that while employment is on the rise, it is often not full-time.

Forecasts for the coming winter season are however difficult. If gas supplies from Russia remain reduced or even stop altogether, a recession in Europe is likely, according to experts. Inflation will continue to rise until the end of the year, they said, dampening demand from private households in Austria and the countries of origin. **Especially the price increases for essential goods such as electricity and food will force many households to reallocate their budgets** - this will be at the expense of 'luxury goods,' which include tourist services and vacation trips.

Date: 2022-09-19

Article link: <https://www.tourism-review.com/tourism-recovery-in-austria-until-winter-news12695>