

TOURISM IN VIENNA INCREASED BY 43%



More than 9.2 million overnight stays were recorded in the Austrian capital from January to July, corresponding to an increase of 43% compared to the previous year. Tourism in Vienna generated more than half a billion euros in revenue in the year's first half. The overnight stays figures for July are also available: they contribute 1.7 million to the year to date, which is also a good plus of 18%.

In June of this year, Vienna's accommodation establishments generated overnight revenue of 119.3 million euros, a 35% increase from the previous year. In July 2023, Vienna recorded 1,672,000 overnight stays, marking 18% growth compared to the same month in 2022.

In July, the top 10 markets for overnight stays in this location were led by Germany, with 348,000 stays, a 22% increase. Austria followed with 266,000 stays, an 8% increase, and the U.S., with 117,000 stays, a 16% increase. The U.K., Italy, Spain, Poland, France, Israel, and Switzerland also had significant stays ranging from 35,000 to 62,000, with 10% and 22% boosts.

Tourism revenue in Vienna for the year's first half increased by 70%

Vienna's accommodation establishments earned 119,289,000 euros in overnight revenue in June, representing a 35% increase compared to June last year. The establishments generated 511,715,000 euros from January to June, a 70% increase from last year.

Room occupancy is currently at around three-quarters

In July, hotel rooms were occupied at an average rate of 78% (compared to 71% in July 2022), while hotel beds had an occupancy rate of 62% (compared to 56% in July 2022). From January to July, the average room occupancy rate was around 64% (compared to 50% in the same period of 2022), and the bed occupancy rate was around 51% (compared to 40% in the same period of 2022). In total, there were approximately 69,600 hotel beds available in Vienna in July, which is 2,300 beds (an increase of 3.4%), more than the number available in the same month of 2022.

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