

SALZBURG TOURISM'S BEST SUMMER SEASON EVER



According to the provisional figures released by state statistics, Salzburg had the best summer season ever recorded from May to October, with over 14.4 million overnight stays. This number surpassed the previous record by 591,000, resulting in a 4.3% increase. The statistical data covers the summer season from May to October.

Salzburg is a year-round destination

As per the experts, Salzburg has become an extremely attractive destination year-round. The impressive summer balance confirms the domestic tourism strength, which relies on family-oriented structures, innovative offers, high-quality accommodations, and gastronomy. The tourism year 2022/23 witnessed an unprecedented milestone with over 30 million overnight stays, marking the city's transformation into a year-round destination.

October "gold-plated" season

The summer season in Salzburg ended on a high note with a new record of over 1.3 million overnight stays in sunny October. Once again, August was the most popular month, with almost four million overnight stays, followed by July, with around 3.7 million guests. Over half of all overnight stays were registered during the two classic holiday months in midsummer.

Ten million from three states

Upon examining the origin of the guests, it becomes evident that a considerable share of the total number of overnight stays, which amounts to more than 6.3 million, is accounted for by German citizens. They are followed by over 3.3 million domestic guests from all Austrian federal states. Together with the Dutch, who are in third place with around 850,000 overnight stays, these three nations are responsible for more than 10 million overnight stays.

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