

AUSTRIA'S TOURISM INDUSTRY BOOM CONTINUES



Austria's tourism industry is booming with record-breaking visitor numbers and increasing overnight stays in the first half of 2025, according to new statistics from Statistics Austria.

With 20.33 million visitors between May and August, Austria set a new summer record. **The overall guest numbers have climbed to a staggering 35.08 million visitors for the period January-August, with 117.89 million overnight stays**, representing a 1.5 percent increase compared to the same period last year and setting up for another record-breaking year.

The summer season 2025 was particularly successful with 63.31 million overnight stays in the warmest months of the year, a 2.3 percent increase compared to the previous year. While the numbers are still below the absolute summer records of 1972, 1973 and 1980, analysts agree that the current tourism season has been a very good summer for Austria. The popularity of local bathing lakes has soared in recent years, and this year's particularly hot summer attracted many locals as well as international tourists to the Austrian lakes and mountains.

The trend of the past few years shows that Austria's tourism industry increasingly appeals to non-German tourists. For the January-August period, about three quarters of all overnight stays were made by foreign visitors. This year, international overnight stays totaled 88.79 million (+1.9 percent), and domestic overnight stays remained steady at 29.10 million nights (+0.4 percent).

As expected, the largest share of visitors this year came from Germany with 43.89 million overnight stays, followed by the Czech Republic which recorded a particularly strong increase of 10.6 percent.

The numbers reflect a generally positive trend for Austria's tourism industry. Record numbers of visitors, a growing share of foreigners and the popularity of Austria's lakes and outdoor activities suggest that 2025 may well be another record year for the Austrian tourism industry.

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