Tourism in figures 2019
In the calendar year 2019 the 150 million mark was reached for the first time (152.7 million nights spent). Compared to the previous year, the number of nights spent increased by around 2.9 million (+1.9%), which is due to increases in nights spent both by resident (+1.4% to 39.9 million) and non-resident guests (+2.1% to 112.8 million). The number of arrivals (i.e. the number of guests in accommodation establishments) reached a high of 46.2 million (+3.0%). The number of arrivals by residents rose by 2.0% to 14.3 million, those of non-residents increased by 3.5% to 31.9 million.

In the 2018/19 winter season, a total of 72.9 million (+1.5%) nights spent were recorded. The 2019 summer season ended with a total of around 79 million (+2.9%) nights spent. The 2019 summer season closed with a total of about 79 million (+2.9%) nights spent.

Top 3 countries of origin of guests (nights spent)

1. Germany
   57 mil. nights spent

2. Austria
   40 mil. nights spent

3. Netherlands
   10 mil. nights spent
Nights spent by origin of the guests

Nights spent in million
- **Non-residents** (total: 112.8 mil.)
- **Residents** (total: 39.9 mil.)

Nights spent by month and origin of the guests

- **Non-residents**
  - 11: 3%
  - 12: 9%
  - 1: 11%
  - 2: 12%
  - 3: 13%
  - 4: 12%
  - 5: 8%
  - 6: 4%
  - 7: 12%
  - 8: 13%
  - 9: 7%
  - 10: 5%
  - 11: 12%
  - 12: 11%

- **Residents**
  - 11: 6%
  - 12: 7%
  - 1: 9%
  - 2: 9%
  - 3: 9%
  - 4: 7%
  - 5: 6%
  - 6: 6%
  - 7: 10%
  - 8: 14%
  - 9: 12%
  - 10: 4%
Tourism in Austria 2019

Arrivals, nights spent and beds in tourism year 2018/19

- Arrivals (= number of guests) in million
- Nights spent in million
- Beds (without camping) in thousands

<table>
<thead>
<tr>
<th></th>
<th>Arrivals</th>
<th>Nights spent</th>
<th>Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>in million</td>
<td>in million</td>
<td>in thousands</td>
</tr>
<tr>
<td></td>
<td>23.5</td>
<td>1.1</td>
<td>3.1</td>
</tr>
<tr>
<td></td>
<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td>3.3</td>
<td>8.5</td>
<td>70.7</td>
</tr>
<tr>
<td></td>
<td>3.2</td>
<td>7.7</td>
<td>70.8</td>
</tr>
<tr>
<td></td>
<td>4.3</td>
<td>13.2</td>
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<tr>
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<td>9.2</td>
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</tr>
<tr>
<td></td>
<td>12.4</td>
<td>49.6</td>
<td>350.8</td>
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<tr>
<td></td>
<td>8.1</td>
<td>29.8</td>
<td>222.9</td>
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<tr>
<td></td>
<td>17.5</td>
<td>7.9</td>
<td>81.9</td>
</tr>
</tbody>
</table>

Development of nights spent by seasons

Winter tourism catches up to summer tourism!
### Nights spent and available beds by hotel category

#### Nights spent in tourism year 2018/19

<table>
<thead>
<tr>
<th>Hotel Category</th>
<th>2009</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/4 stars</td>
<td>42 mil.</td>
<td>54 mil.</td>
</tr>
<tr>
<td>3 stars</td>
<td>27 mil.</td>
<td>30 mil.</td>
</tr>
<tr>
<td>2/1 stars</td>
<td>11 mil.</td>
<td>11 mil.</td>
</tr>
</tbody>
</table>

#### Beds in tourism year 2018/19

<table>
<thead>
<tr>
<th>Hotel Category</th>
<th>2009</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/4 stars</td>
<td>241,700</td>
<td>288,400</td>
</tr>
<tr>
<td>3 stars</td>
<td>216,200</td>
<td>217,300</td>
</tr>
<tr>
<td>2/1 stars</td>
<td>130,000</td>
<td>101,300</td>
</tr>
</tbody>
</table>

- **5/4 stars**: +19.3%
- **3 stars**: +0.5%
- **2/1 stars**: -22.1%
Surveys on the travel behaviour of the Austrian population have a very long tradition in Austria. Since 1969 this field of interest has been investigated on an annual basis within Microcensus special programs. Starting with the first quarter of the year 2000 and taking into account the European requirements, quarterly surveys on holiday and business trips are now conducted. Every quarter 3,500 representative chosen individuals living in Austria (15 years old or above) are questioned about their travel behaviour. The interviews are carried out by means of computer assisted telephone interviews (CATI). In 2018 the travel intensity for holiday trips (= share of persons with at least one holiday trip) reached 78.3%. In total 21.1 million holiday trips were undertaken, of which 10.4 million trips were spent abroad, 10.7 million trips were domestic trips. The most important destination was – as in the previous years – Italy (share: 21.1%), followed by Germany (15.2%) and Croatia (12.7%).

Top holiday destinations for holiday trips
Holiday trips with at least one night spent in 2018

1. Italy
21.1% or 2.2 million trips

2. Germany
15.2% or 1.6 million trips

3. Croatia
12.7% or 1.3 million trips
Means of transport used for holiday trips
with at least four nights spent in 2018

other means of transport

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>54%</td>
</tr>
<tr>
<td>Airplane</td>
<td>30%</td>
</tr>
<tr>
<td>Train</td>
<td>7%</td>
</tr>
<tr>
<td>Bus</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Did you know that...

…88.7% of 15-24 year olds went on at least one holiday trip in 2018?

…nowadays the Austrian population travels twice as much as 50 years ago?

…the travel intensity of the Carinthian resident population is the lowest with 73.0% (Vienna: 83.0%)?
Tourism plays a significant role in the national and regional economy of Austria. The total visitor consumption expenditure for holiday and business trips as well as trips to friends and relatives amounted to €37.0 billion (+4.2%) in 2018. The direct tourism value added accounted for €21.5 billion (excluding business trips), compared to €20.3 billion in 2017. In relation to the gross domestic product (GDP) 2018 the share of the direct tourism value added was 5.6% (2017: 5.5%). The total economic impact of tourism (direct and indirect effects) amounted to €28.3 billion in 2018 (+5.0%); contributing 7.3% to the Austrian GDP. In 2019 the sector’s volume was estimated to grow by 2.9% to around €29.2 bn. (contributing 7.3% to the overall economic result).

Direct and indirect value added of the tourism industry

Source: WIFO, TSA
Internal tourism consumption by products 2018

- 35% Accommodation
- 22% Gastronomy
- 17% Passenger transport
- 16% Other products
- 8% Culture and entertainment
- 1% Valuable goods
- 1% Travel agencies

Expenditure of tourists 2018 (provisional data)

- € 0.2 bn....from abroad
- € 16.8 bn. ...in second houses and apartments
- € 20.1 bn. ...from Austria

Total expenditure: € 37.0 bn.

Source: WIFO, TSA
The travel balance of payments as part of the current account allows a comparison between the expenditure of Austrians spent on their trips abroad and the receipts affected by non-resident visitors in Austria. In 2019 the receipts were about €20.5bn., whilst Austrians spent €10.3bn. abroad. According to this, the surplus from tourist traffic was about €10.2bn. which was crucial for the current account surplus of Austria in 2019.

Did you know that...

...Austria takes Europe-wide the 3rd place and worldwide the 27th place concerning the yearly arrivals per capita?

...the EU-28 member states accommodated 666 million international tourists in 2019?

...Tourism is the 3rd biggest export category worldwide?
How is tourism around the world being measured?
When people travel from one state to another, this trip is being registered as one arrival. The sum of these cross-border trips (= international arrivals) results in the tourism around the world. In 2019 these trips amounted to 1.5 billion trips. In the course of this, trips which are taken inside each of the states are not taken into consideration.

International tourist arrivals 2019
Change from 2018 to 2019 (provisional data)

- America: +1.6%
- Europe and Russia: +4.0%
- Asia Pacific: +3.7%
- Africa: +6.4%
- Middle East: +2.1%
- World total: 1.5 bn. (+3.6%)

Source: UNWTO (World Tourism Barometer, July 2020)