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Again all-time high for Austrian tourism in 2025 with 157 million nights spent

1.9% more nights spent and 3.1% more arrivals than in the previous year

Vienna, 2026-01-30 – According to preliminary results from Statistics Austria, 157.27 million nights spent and 48.17 million arrivals were reported in Austrian accommodation establishments in 2025. This represents 1.9% more nights spent and 3.1% more guests than in the previously strongest year 2024.

“The year 2025 brought domestic tourism an all-time high in terms of overnight stays. With 157.27 million nights spent in hotels, guesthouses and holiday apartments, the 150 million mark was exceeded for the third time in a row. Compared to the strong year of 2024, this represents an increase of 1.9%. The growth is mainly attributable to international guests, but overnight stays by domestic guests also rose slightly compared to the previous year”, says Manuela Lenk, Director General Statistics of Statistics Austria.

Year 2025: 1.9% more nights spent than in the previous year

In the calendar year **2025**, tourism in Austria recorded 157.27 million nights spent. This is the highest figure since digital records began in 1974. Thus, for the third time the 150 million mark was exceeded, after 2023 (151.17 million) and 2024 (154.32 million). Compared to 2024, nights spent rose by 1.9% or 2.95 million in 2025. This can be attributed in particular to an increase in nights spent by non-resident guests to 116.81 million (+2.4%). Nights spent by resident guests rose by 0.5% to 40.46 million.

Arrivals also rose in 2025; compared to the previous year, the number of guests increased by 3.1% to 48.17 million.

Most nights spent in Tyrol; highest growth in Vienna

More than half of the nights spent in 2025 took place in Tyrol and Salzburg (80.92 million in total). In both federal provinces, nights spent increased compared to the previous year (Tyrol: +1.7%; Salzburg: +2.4 %). Compared to the previous record year of 2024, the highest percental increases were recorded in Vienna (+6.5%).

An analysis by guest origin shows that the highest increase in non-resident guests compared to 2024 was achieved by Vienna (+7.7%), and the largest rise in resident guests by Salzburg (+3.0%).

Three quarters of nights spent are attributable to international guests

74.3% of total nights spent in 2025 were attributable to non-resident guests. The countries of origin with the most nights spent were Germany (58.55 million), the Netherlands (11.26 million) as well as Switzerland and Liechtenstein (4.34 million).

City tourism remains strong

Vienna and the provincial capitals recorded a total of 29.05 million nights spent in 2025, 5.7% more than in 2024 (27.49 million). Vienna in particular exceeded the 20 million mark for the first time with 20.09 million nights spent (+6.5% or +1.23 million nights spent). Except for Salzburg and Bregenz, which at 3.28 million

and 0.39 million nights spent, respectively, were slightly below their previous highs from 2019, all other provincial capitals recorded new maximum levels. The highest percentage increases were in Eisenstadt (+11.3%), Vienna (+6.5%) and Graz (+5.2%).

Tourism intensity in 2025 at 17.1 overnight stays per inhabitant

Tourism intensity in Austria, i.e. the ratio of nights spent to the number of inhabitants, amounted to 17.1 nights spent per inhabitant on average in 2025. This represents a slight increase compared to 2024 (16.8 nights spent) and is thus only slightly below the previous top value reached in 2019 of 17.2 nights spent per inhabitant.

Winter season 2024/25 with significant increases

In the first two months of the current 2025/26 winter season (November and December 2025), a total of 19.67 million nights spent (+8.1%) were recorded across Austria, with the number of arrivals rising to 6.59 million (+7.5%). Nights spent by resident guests increased by 1.0% to 4.91 million compared to the period November/December of the previous year, while nights spent by non-resident guests rose by 10.7% to 14.76 million.

December 2025: more than 13 million nights spent

In December 2025, nights spent in Austria rose by 9.9% to 13.90 million compared to December 2024. The increase can be attributed primarily to non-resident guests, who spent 10.9% more nights (11.23 million) in Austrian accommodation establishments than in December 2024. The number of nights spent by resident guests rose by 5.6% to 2.67 million.

For detailed results and further information please refer to our website.

Information on methodology, definitions: Within the scope of the monthly overnight statistics, arrivals and nights spent are provided by rented tourist accommodation establishments in communities with more than 1 000 nights spent per year. Thus, of the 2 092 Austrian communities, 1 594 reporting communities transmit data to Statistics Austria monthly. The survey units are commercial and private tourist accommodation establishments, which transmit their data to the relevant reporting community. The preliminary data includes all reports received by Statistics Austria by the 15th day after the end of the reporting month. Any late reports and corrections are taken into account for the final data by the 30th day after the end of the reporting month. For comparisons with the previous year, the current monthly data are used with the values for the corresponding reference reporting communities in the same month of the previous year.

For further information related to methodology see standard documentation on accommodation statistics (available in German only).

Statistics Austria is the central organisation for official data and statistics on society, the economy, the state and the environment. As a national statistical institute, it is committed to the statutory principles of independence, impartiality and objectivity. Statistics Austria is headed by Manuela Lenk, Director General Statistics, and Franz Haslauer, Director General Finance.

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