STATISTICS AUSTRIA
The Information Manager

Press release: 14 122-041/26

Winter tourism season 2025/26 halfway through with increase in nights spent

Current winter season with 36.1 million nights spent, up 5.6% on previous year

Vienna, 2026-02-27 – According to preliminary results from Statistics Austria, a total of 36.11 million nights spent were recorded in Austrian accommodation establishments between November 2025 and January 2026. This represents a 5.6% increase compared to the first half of the 2024/25 winter season (34.20 million). In January 2026, 16.43 million nights spent were registered which is 2.7% higher than January 2025 (16.00 million).

"In January, the number of nights spent in Austrian hotels, guesthouses and holiday apartments was 2.7% higher than at the beginning of the previous year. The 16.43 million overnight stays are the highest January figure since digital records began in 1974. Nights spent in the first 3 months of the 2025/26 winter season rose also to a record high of 36.11 million," says Manuela Lenk, Director General Statistics of Statistics Austria.

Nights spent at the halfway point of the winter tourism season above last year's level

In the first half of the **2025/26 winter tourism season**, nights spent increased by 5.6% to 36.11 million compared with the period November 2024 to January 2025 (34.20 million). This increase can be attributed primarily to non-resident guests, whose number rose by 6.7% to 28.18 million. The number of nights spent by resident guests also rose by 2.0% to 7.94 million.

The most important international source markets were Germany (13.22 million; +3.6%), the Netherlands (2.98 million; +11.2%), the United Kingdom (1.03 million; +5.0%) and Czechia (0.94 million; +9.6%).

January 2026 contributes to positive mid-winter results

In **January 2026**, a total of 16.43 million nights spent were reported. This is 2.7% more than in January of the previous year (16.00 million) and the highest January figure ever recorded. The number of arrivals rose by 8.7% to 4.33 million in the same period.

3.02 million nights spent in January 2026 were attributable to resident guests, representing an increase of 3.3% compared to January 2025. Nights spent by guests from abroad, on the other hand, increased by 2.5% to 13.40 million.

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

Information on methodology, definitions: Within the scope of the monthly overnight statistics, the 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.

Further enquiries:
For information on results and methodology, please contact:
Samara Chalendi-Zofka, phone: +43 1 711 28-7305, e-mail: samara.chalendi-zofka@statistik.gv.at
Julia Polland, phone: +43 1 711 28-7740, e-mail: julia.polland@statistik.gv.at
For interview requests, please contact the press office: presse@statistik.gv.at

Media owner, producer and publisher:
STATISTICS AUSTRIA | Federal Institution under Public Law | Guglgasse 13 | 1110 Vienna | www.statistik.at
Press: phone: +43 1 711 28-7777 | e-mail: presse@statistik.gv.at
© STATISTICS AUSTRIA