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Tourism value-added increased again in 2024

Tourist consumption close to the €40 billion mark

Vienna, 2026-06-11 – The direct value-added effects of tourism, including business trips, amounted to €21.67 billion in 2024 or 4.4% of gross domestic product (GDP). Thus, according to preliminary results of the Tourism Satellite Accounts (TSA) by Statistics Austria, the 2023 value was exceeded by 8.8%.

"Tourism is a key economic factor in Austria. In 2024, spending by tourists and business travellers rose by 7.3% compared to the previous year and reached the peak value of about €39 billion. This increase is attributable both to the rise in nights spent and to price effects. Furthermore, tourism accounted for 4.4% of GDP and hence reached the pre-Corona level of 2018", says Manuela Lenk, Director General Statistics at Statistics Austria.

Contribution to value added increases

Tourism's direct contribution to Austria's economic output rose slightly in 2024, reaching 4.4% (2023: 4.2%). This means that tourism's contribution to GDP is at the same level as in 2018 (4.4%; see table 1).

Non-resident guests accounted for more than half of the tourism consumption

In 2024, guests from Austria and abroad spent €39.20 billion in Austria. With €24.00 billion, more than half (61.2%) of the total tourism consumption was attributable to non-resident guests. Guests from Austria spent a total of €14.82 billion (share: 37.8%). Spending in weekend and second homes reached around €0.38 billion (share: 1.0%).

Spending by same-day visitors (€6.60 billion) accounted for one sixth (16.8%) of the total tourism consumption in 2024. 18.4% of the expenditure by resident visitors was attributable to same-day visitors; for expenditure by non-resident visitors, this share amounted to 16.1% (see table 2 and 3).

Around 177 000 full-time equivalents in tourism

According to the results of the TSA employment module, around 223 400 employed persons or 176 600 full-time equivalents could be directly attributed to tourism in 2024. Compared with the average number of people employed in the overall economy in 2024, this results in a proportion of 4.4% and 4.3%, respectively.

Detailed results and further information on the Tourism Satellite Accounts (TSA) can be found on our website.

Table 1: Direct tourism value added

Reference year[1]	Direct value added in million Euro	Change to previous year in %	Share on GDP in %
2024	21 673	8.8	4.4
2023	19 919	.	4.2
2018	16 860	.	4.4

S: STATISTICS AUSTRIA, WIFO, Tourism Satellite Accounts for Austria. – The calculations for direct value added were carried out by WIFO using a model based on tourism consumption data. – 1) The data for the reporting years 2019 to 2022 are currently being revised and will be available in a timely manner. Compiled on 11 June 2026.

Table 2: Tourism consumption 2024 by non-resident and resident visitors

Tourism demand	Total in million €	Share in %	
		in relation to overall tourist demand	in relation to total non-resident and resident visitors
Total non-resident visitors	**24 002**	**61.2**	**100.0**
Overnight tourist	20 134	51.4	83.9
Same-day visitors	3 868	9.9	16.1
Total resident visitors	**14 822**	**37.8**	**100.0**
Holiday visitors	**12 913**	**32.9**	**87.1**
Overnight tourist	10 575	27.0	71.3
Same-day visitors	2 338	6.0	15.8
Business visitors	**1 908**	**4.9**	**12.9**
Overnight tourist	1 513	3.9	10.2
Same-day visitors	396	1.0	2.7
Weekend and second homes	**377**	**1.0**	**.**
Total tourist demand	**39 201**	**100.0**	**.**

S: STATISTICS AUSTRIA, Tourism Satellite Accounts for Austria. – Based on TSA: Recommended Methodological Framework 2008 (UN-WTO); WIFO. Compiled on 11 June 2026.

Table 3: Tourism consumption 2018–2024 by non-resident and resident visitors, in million euros

Reference year	Non-resident visitors	Resident visitors	Weekend and second homes	Total	Total change to the previous year in %
2024	24 002	14 822	377	39 201	7.3
2023	22 558	13 644	349	36 550	16.2
2022	18 525	12 641	278	31 444	90.6
2021	8 203	8 069	225	16 498	−13.0
2020	11 728	6 999	243	18 970	−38.0
2019	20 011	10 465	130	30 605	4.2
2018	19 080	10 134	153	29 367	.

S: STATISTICS AUSTRIA, Tourism Satellite Accounts for Austria. – Based on TSA: Recommended Methodological Framework 2008 (UNWTO); WIFO. Compiled on 11 June 2026.

Information on methodology, definitions: The Tourism Satellite Accounts (TSA) have been implemented since the reference year 2000 in a joint project of Statistics Austria and the Austrian Institute of Economic Research (WIFO) on behalf of the Federal Ministry of Economy, Energy and Tourism. The methodological basis is the TSA: Recommended Methodological Framework 2008 of the UN Tourism. The TSA can be used to illustrate the links between the tourism industry and other economic sectors and the dimension of tourism consumption by resident and non-resident guests in Austria.

For further information related to methodology see Standard documentation related to Tourism Satellite Accounts (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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