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Tourism acceptance in Austria remains high in 2025

Around three-quarters of the population consider tourism to be of great importance to Austria

Vienna, 2026-06-11 – Tourism acceptance in Austria remained high in 2025, with a tourism acceptance score of +37 percentage points (2024: +38 percentage points). However, as the results of the Tourism Acceptance Survey conducted by Statistics Austria further show, perceptions of tourist numbers and the importance of tourism for one's own place of residence varied from one federal province to another.

"A significant proportion of the Austrian resident population views domestic tourism positively. In 2025, 45% of the population perceived the impact of tourism on their place of residence as predominantly positive or somewhat positive, while 8% saw it as somewhat negative or predominantly negative. Those with a positive view of tourism highlighted above all its importance for the economy, jobs and infrastructure. Conversely, increased traffic volumes and too many tourists were seen as particularly negative," says Manuela Lenk, Director General Statistics at Statistics Austria.

Stable tourism acceptance score for Austria

The difference between positive and negative perceptions represents the tourism acceptance score (TAS), which in 2025 was clearly positive at +37 percentage points and thus remained largely stable compared to 2024 (+38 percentage points). "Neutral" and "Don't know" responses are not included in the calculation of the score, but are significant when interpreting the TAS, as they have a substantial influence on its potential level.

Regional differences in the perceived impacts of tourism

The TAS for the individual Austrian federal provinces reveals significant regional differences in the perception of the impact of tourism in 2025. Overall, the TAS was positive in all federal provinces, ranging from +31 percentage points in Lower Austria to +43 percentage points in Carinthia and Vorarlberg. When comparing regional TAS values, however, the composition of the figures – comprising the positively, negatively and neutrally disposed population – is specifically important, as the proportion of the neutrally disposed population in particular influences the potential level of the TAS. This proportion of the population with a neutral attitude ranges from 31% in Tyrol to 48% in Lower Austria, whilst the proportion of those with a negative perception ranges from 4% in Burgenland to 16% in Tyrol, and the range of the population with a positive attitude towards the effects of tourism lies between 36% in Lower Austria and 52% in Salzburg (see table 1).

Boosting the economy versus increased traffic

The parts of the population who perceived the impact of tourism as "predominantly positive" (20%) or "predominantly negative" (2%) were also asked about the reasons for this assessment. In 2025, the main reasons cited for a predominantly positive perception – alongside the strengthening of the economy – were, in particular, the associated positive effects on the hospitality sector, the maintenance of services and the local including infrastructure. Conversely, tourism is perceived as predominantly negatively due to

increased traffic volumes, the (excessive) number of tourists, or the price increases associated with higher demand.

Differences in the perceived importance of tourism depending on the federal province

Just like the perceived impacts of tourism, the perceived importance of tourism for Austria and for one's own place of residence also remained stable compared with the previous year. In 2025, a total of 71% of people living in Austria perceived tourism as being of great importance for the economy, the labour market and leisure activities in Austria. The proportion of people who perceive tourism as highly significant for their own place of residence, aggregated across the whole of Austria, stands at 39%, with significant differences across the federal provinces. The range for the perceived significance of tourism in one's place of residence extends from 62% in Vienna to 21% in Lower Austria (see table 2).

Tourism most important for people's personal financial circumstances in Tyrol and Salzburg

In 2025, 5% of the Austrian resident population considered tourism to be of very high importance to their professional or financial situation, with a further 6% considering it to be of high importance. Across the federal provinces, too, the proportion of those who attach very high importance to tourism ranged between 3% and 7%, except in Tyrol and Salzburg, where one in five people attributed very high or high importance to tourism for their professional or financial situation.

6% of the Austrian population feels that there are too many tourists

In 2025, almost half of the population (48%) considered the number of tourists across Austria to be appropriate, while a further 28% regarded it as rather high. In their own place of residence, just over one-third (36%) considered the volume of tourism to be just right, while a further quarter of the population (25%) considered it to be rather low. Around a fifth of the population felt that there were "too many" (6%) or "rather many" (15%) tourists in their own municipality. This perception varied greatly across the federal provinces, ranging from 3% in Lower Austria to 35% in Vienna for those who felt there were "rather many" visitors, while the range for those who felt there were "too many" tourists was from 1% in Styria to 14% in Salzburg (see table 3).

Perception regarding high number of tourists varies depending on season and federal province

In 2025, perceptions of a high number of tourists ("rather many" and "too many") varied significantly across Austria's federal provinces, depending on the season. In Burgenland, Styria, Upper and Lower Austria, the proportion of those who perceived the number of tourists as "rather many" and "too many" was the lowest of all federal provinces, ranging from 5% to 10%. This section of the population most frequently cited summer as the season with high or rather high tourist numbers. In Carinthia and Vorarlberg, the perceived high number of it being "rather many" and "too many" tourists stood at 15% and 20%, with summer also being cited most frequently as the busiest season. Particularly in Carinthia, 8 out of 10 respondents felt this way. Almost 1 in 3 people in Tyrol (32%) perceived the number of tourists as "rather many" and "too many", with more than half (54%) citing winter as the corresponding season. In Salzburg, 37% of the population perceived the tourists as "rather many" and "too many". Of these, all year round or in summer were each stated by 43%, whilst 36% cited winter. Almost half of the population in Vienna (48%) perceived the volume of tourists as high or rather high, with more than half (55%) feeling this way all year round.

Table 1: Perceived impact of tourism on the Austrian population and tourism acceptance score by federal provinces 2025

Federal provinces	Population[1]	Predominantly positive	Rather positive	Neutral	Rather negative	Predominantly negative	Don't know	Tourism Acceptance Score (TAS)[2]
		in %	in %	in %	in %	in %	in %	in percentage points
Austria	**7 742 893**	**19.8**	**25.1**	**38.8**	**5.9**	**1.8**	**8.5**	**37**
Burgenland	258 626	15.0	22.7	46.4	2.6	1.0	12.3	34
Carinthia	486 613	21.2	30.2	34.9	7.4	1.3	5.0	43
Lower Austria	1 460 047	16.4	19.3	48.1	3.6	1.2	11.4	31
Upper Austria	1 282 865	17.0	20.5	47.0	3.8	1.3	10.5	32
Salzburg	480 447	22.9	29.5	31.9	8.6	2.6	4.5	41
Styria	1 079 286	22.2	25.2	36.8	4.6	1.3	9.8	42
Tyrol	654 141	21.5	28.4	31.0	11.3	4.3	3.5	34
Vorarlberg	342 684	24.1	26.4	34.4	5.7	1.7	7.8	43
Vienna	1 698 185	21.3	29.7	31.6	7.8	2.1	7.4	41

S: STATISTICS AUSTRIA, Tourism acceptance. – Rounding errors were not corrected. – The federal province and Austria values are the aggregated, weighted individual values of the perceptions for one's own place of residence.
1) Austrian resident population aged 15 and over (persons aged 15 and over with main residence in Austria). – 2) Tourism acceptance score = (predominantly positive + rather positive) – (rather negative + predominantly negative).

Table 2: Perceived importance of tourism for the economy, the labour market and leisure activities in one's own place of residence, by federal province of residence 2025

Federal province	Population[1]	High importance	Medium importance	Low importance	No importance	Don't know
		in %	in %	in %	in %	in %
Austria	**7 742 893**	**38.6**	**25.9**	**19.7**	**8.2**	**7.6**
Burgenland	258 626	22.0	25.2	26.1	15.4	11.3
Carinthia	486 613	39.8	33.5	15.6	4.7	6.5
Lower Austria	1 460 047	20.9	23.8	32.7	15.4	7.2
Upper Austria	1 282 865	25.3	24.2	27.5	14.0	9.0
Salzburg	480 447	53.8	27.8	9.8	3.0	5.6
Styria	1 079 286	31.5	32.4	22.2	6.9	7.1
Tyrol	654 141	51.8	27.3	13.8	2.4	4.7
Vorarlberg	342 684	36.9	30.3	21.8	5.6	5.5
Vienna	1 698 185	61.5	20.8	5.9	2.7	9.1

S: STATISTICS AUSTRIA, Tourism acceptance. – Rounding errors were not corrected. – The federal province and Austria values are the aggregated, weighted individual values of the perceptions for one's own place of residence.
1) Austrian resident population aged 15 and over (persons aged 15 and over with main residence in Austria).

Table 3: Perceived number of tourists in one's own place of residence by federal province of residence 2025

Federal province	Population[1]	There are too few tourists	There are rather few tourists	The number of tourists is right for me	There are rather many tourists	There are too many tourists	Don't know
		in %	in %	in %	in %	in %	in %
Austria	**7 742 893**	**8.7**	**24.7**	**36.0**	**15.2**	**6.0**	**9.4**
Burgenland	258 626	12.9	38.8	28.9	4.0	1.5	13.8
Carinthia	486 613	8.2	27.3	40.7	12.5	2.4	8.9
Lower Austria	1 460 047	15.5	38.9	29.1	3.2	1.8	11.5
Upper Austria	1 282 865	10.6	33.9	36.7	5.6	1.8	11.4
Salzburg	480 447	3.7	16.7	37.5	23.1	14.3	4.8
Styria	1 079 286	11.3	28.8	40.9	8.5	1.4	9.2
Tyrol	654 141	5.3	15.6	42.8	21.7	10.6	4.1
Vorarlberg	342 684	6.8	23.5	42.0	15.5	4.0	8.1
Vienna	1 698 185	2.5	6.0	33.9	34.5	13.8	9.3

S: STATISTICS AUSTRIA, Tourism acceptance. – Rounding errors were not corrected. – The federal province and Austria values are the aggregated, weighted individual values of the perceptions for one's own place of residence.
1) Austrian resident population aged 15 and over (persons aged 15 and over with main residence in Austria).

For detailed results and further information please refer to our website. Further regional results from the estimates of a small area estimation model are found on the STATatlas.

Information on methodology, definitions: Statistics Austria conducts quarterly sample surveys with the aim of providing a comprehensive picture of the attitudes and perceptions of the Austrian resident population aged 15 and over towards the phenomenon of tourism. The survey is conducted on basis of the Tourism Demand Acceptance Statistics Ordinance Federal Law Gazette II No. 86/2024 as a supplementary survey to the Travel Behaviour Survey. Every quarter, around 3 000 domestic residents aged 15 and over are surveyed via a web questionnaire (CAWI) for the tourism acceptance survey. Participation in the survey is voluntary. The selection frame for the proportionally stratified random sample is the Central Register of Residents (Zentrales Melderegister – ZMR). The annual net sample of around 12 000 people is weighted, extrapolated and converted into descriptive statistics and the tourism acceptance score (TAS). In addition, innovative approaches such as a small area estimation model are used, which enables detailed estimates to be made at municipal level.

The **tourism acceptance score**, which represents the difference between the positive (predominantly positive and rather positive) and negative (rather negative and predominantly negative) perceived effects of tourism on the place of residence, is calculated using the percentage shares of these answers in the population and presented in percentage points. "Neutral" and "don't know" responses are not included in the calculation of the TAS, but are important in the interpretation of the TAS as they significantly influence the possible level of the TAS.

Calculation of the tourism acceptance score using Austria as an example:

- Predominantly positive (20%) + Rather positive (25%) + Neutral (39%) + Rather negative (6%) + Predominantly negative (2%) + Don't know (8%) = 100%
- (Predominantly positive + Rather positive = 45%) – (Predominantly negative + Rather negative = 8%) = 37 percentage points = tourism acceptance score (TAS)

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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