Press release: 14 210-129/26

Austrian holiday euro 2026 is worth the most in Eastern Europe

Travellers from Austria enjoy particularly high purchasing power advantages in Bulgaria, Türkiye and Romania

Vienna, 2026-06-26 – In 2026, the Austrian holiday euro is worth the most in Eastern Europe. However, tourist products and services are also cheaper than in Austria in the traditional Mediterranean holiday destinations and in Portugal. This is shown by recent calculations of Statistics Austria on the price levels of tourist products and services and the associated purchasing power of the Austrian population abroad.

"In South-Eastern Europe and Türkiye, holidaymakers from Austria are getting significantly more for their money than they would at home. In Bulgaria, Romania and Türkiye, tourist products and services – including, for example, accommodation and restaurant meals – cost around a third less than in Austria. In the popular holiday destinations of Italy and Croatia, too, price levels are lower than in Austria. Destinations in the north, however, remain expensive, particularly Iceland, but also Switzerland, where holidaymakers from Austria have around a third less purchasing power than at home," says Manuela Lenk, Director General Statistics at Statistics Austria.

Purchasing power advantages in Eastern Europe and the Mediterranean region; the North remains more expensive

In Eastern Europe, the Austrian holiday euro is worth the most. In Bulgaria and Romania, travellers from Austria get the equivalent of €186 and €155 for €100, respectively – more than one and a half times as much. In Slovakia (€123), Slovenia (€121) and Croatia (€119), holidaymakers from Austria get around 20% more for their money than they would at home. Hungary remains one of the countries offering significant purchasing power advantages for Austrian holidaymakers; however, the holiday euro is worth €16 less there than last year. This is due to the forint's appreciation against the euro.

In the Mediterranean region, Türkiye is once again the most affordable destination (€156), followed by Portugal (€140), Spain (€132), Greece (€126), Cyprus (€125) and Italy (€113).

Iceland and Switzerland remain particularly expensive. For €100 earned in Austria, holidaymakers can purchase tourist products and services worth €64 and €70 respectively in those countries. This corresponds to a loss in purchasing power of around one third. Norway (€73), Denmark (€80), Sweden (€90) and Ireland (€91) also remain expensive holiday destinations compared with Austria.

Mixed trends overseas: prices have fallen in Japan, but risen in Australia and Mexico

The picture for overseas destinations in 2026 is mixed. In Japan, the value of the Austrian holiday euro has risen. This is due to the weak yen and low inflation in Japan. For €100, travellers there can purchase tourism products and services worth €144 – around 16% more than in the previous year.

Australia and Mexico, on the other hand, have become more expensive for travellers from Austria. The value of the holiday euro there stands for €87 and €141 at 2026, respectively, which is below the previous year's levels (€95 and €153).

Table 1: Tourist purchasing parities, price level indices and euro equivalent, May 2025 – Europe

Country	Touristic purchasing power parities (Austria= 1)	Price level index[1] (Austria= 1)	Euro equivalent[2] (Austria= €100)
Iceland	222.9388	155.3	€64
Switzerland	1.3156	143.8	€70
Norway	14.7800	136.9	€73
Denmark	9.3619	125.3	€80
Sweden	12.0445	110.9	€90
Irland	1.0954	109.5	€91
Netherlands	1.0581	105.8	€95
Belgium	1.0553	105.5	€95
Austria	**1.0000**	**100.0**	**€100**
Germany	0.9750	97.5	€103
France	0.9569	95.7	€105
United Kingdom	0.8096	93.5	€107
Italy	0.8841	88.4	€113
Croatia	0.8432	84.3	€119
Slovenia	0.8270	82.7	€121
Slovakia	0.8111	81.1	€123
Cyprus	0.8005	80.1	€125
Greece	0.7966	79.7	€126
Poland	3.2513	76.7	€130
Spain	0.7596	76.0	€132
Portugal	0.7145	71.5	€140
Hungary	253.5415	70.8	€141
Czech Republic	16.8753	69.4	€144
Romania	3.3722	64.5	€155
Türkiye	34.1779	64.3	€156
Bulgaria	1.0512	53.7	€186

Q: STATISTICS AUSTRIA, price levels and purchasing power parities, Eurostat, OECD, Australian Bureau of Statistics, U.S. Bureau of Labor Statistics, UK Office for National Statistics. – The exchange rates used in the calculation (period average May 2026) were published by Eurostat. – 1) Price level index = PPP/exchange rate*100; values above 100 mean that the price level is higher, those below 100 that it is lower than that in Austria. – 2) Euro equivalent = 10 000/price level index.

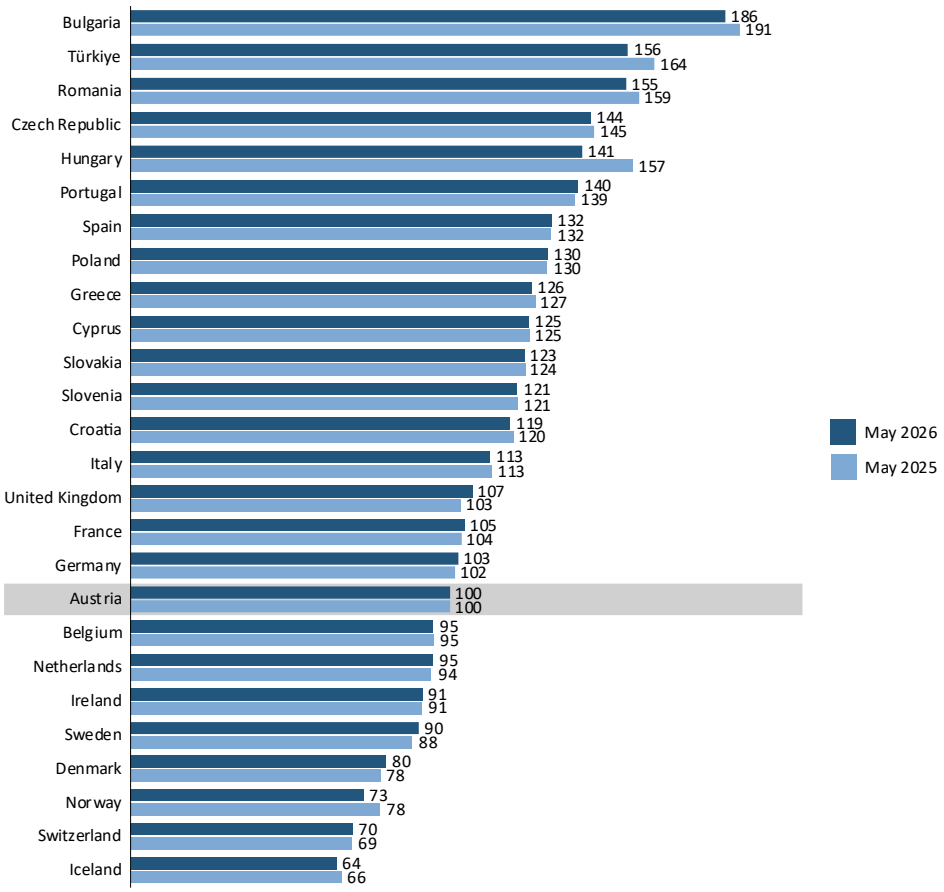
Table 2: Tourist purchasing parities, price level indices and euro equivalent, May 2025 – Overseas

Country	Touristic purchasing power parities (Austria= 1)	Price level index[1] (Austria= 1)	Euro equivalent[2] (Austria= €100)
Australia	1.8600	114.4	€87
Austria	**1.0000**	**100.0**	**€100**
United States	1.1295	96.8	€103
Mexico	14.3776	71.2	€141
Japan	128.5350	69.6	€144

Q: STATISTICS AUSTRIA, price levels and purchasing power parities, Eurostat, OECD, Australian Bureau of Statistics, U.S. Bureau of Labor Statistics, UK Office for National Statistics. – The exchange rates used in the calculation (period average May 2026) were published by Eurostat. – 1) Price level index = PPP/exchange rate*100; values above 100 mean that the price level is higher, those below 100 that it is lower than that in Austria. – 2) Euro equivalent = 10 000/price level index.

Chart 1: €100 worth whilst travelling

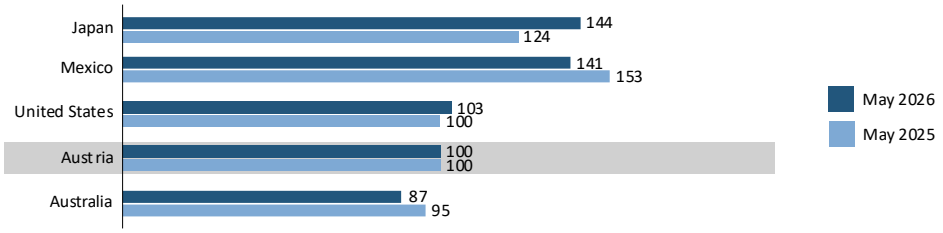
For 100 euros, you can purchase goods and services worth … euros in the respective holiday destination (listed according to their euro equivalent in May 2026)



S: STATISTICS AUSTRIA, price levels and purchasing power parities.

Chart 2: €100 worth whilst travelling – Overseas

For 100 euros, you can purchase goods and services worth … euros in the respective holiday destination (listed according to their euro equivalent in May 2026)



S: STATISTICS AUSTRIA, price levels and purchasing power parities.

For more detailed information on purchasing power parities, please refer to our website.

Information on methodology, definitions:

In their simplest form, **purchasing power parities (PPPs)** are price ratios in local currency for identical or comparable goods and services in different countries (e.g. price of 1 litre of still mineral water in Austria in euro in relation to the price of 1 litre of still mineral water in Switzerland in Swiss francs – in Slovenia in euro, etc.; 1 kg of rice, 1 bottle of whisky, 1 day ticket for public transport, 1 pair of men's shoes, 1 overnight stay in a 4* hotel, 1 portion of spaghetti bolognese in a restaurant, etc.). Individual PPPs are calculated for all items in a comparable basket of goods (according to ECOICOP) and aggregated into expenditure groups. The PPPs originate from surveys conducted as part of the European Comparison Programme (ECP) under the aegis of Eurostat and the OECD, which continuously provides information on around 2 400 comparable goods and services per country. In order to calculate the tourism-relevant price level, a special weighting was applied to the individual expenditure categories, which was taken from the Austrian Tourism Satellite Account (Statistics Austria). The main weighting – around 50% – is accounted for by accommodation, restaurants and catering.

The latest available consumer price indices and exchange rate information for the individual countries were used to extrapolate the data to the current status. The PPPs used refer to national averages. For countries with a larger area and/or countries with large price differences in individual regions (urban/rural, north/south, tourist centre/hinterland), the price level at a specific holiday destination within the country may be different from the national average.

Price Level Index (PLI) = PPP/ Exchange rate x 100

Euro equivalent (EUR 100) = 10 000 / PLI

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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