Corrected press release: 14 279-198/26

23.3 million museum visits in 2024 [old: 23.3 million people visited Austria's museums in 2024]

Increasingly accessible entrances and inclusive educational programmes

Correction note 30 September 2026: The headline and the first subheading of the press release had to be corrected. The original wording is shown in brackets.

Vienna, 2026-09-29 – Austria's museums set a new visitor record in 2024, with 23.3 million admissions. This was revealed by a survey conducted by Statistics Austria. Compared with 2014, this represents an increase of 34.8%, and compared with 2019 – the pre-pandemic year –, an increase of 13.1%.

"The collections of Austria's museums attract increasing numbers of domestic and international visitors year after year. With 23.3 million admissions recorded in 2024, Austria's 470 museums not only surpassed the pre-pandemic level of 2019 for the first time, but also set a new visitor record," says Manuela Lenk, Director General Statistics at Statistics Austria.

34.8% increase in visits [old: visitor numbers] from 2014 to 2024

Between 2014 and 2024, the number of museum visits rose by 34.8%. The impact of the COVID-19 pandemic lead to a decline in visitor numbers (2020: 6.2 million, 2021: 7.9 million, 2022: 16.5 million), but by 2023 (20.3 million) they had almost returned to pre-pandemic levels. In 2024, at 23.3 million, visitor numbers were significantly higher than in 2019 (20.6 million; +13.1%).

Increasingly accessible entrances and inclusive educational programmes

Since 2014, museums have noticeably expanded their offerings and infrastructure in the area of accessibility. The proportion of museums with accessible facilities rose by 6.2 percentage points between 2014 (40.6%) and 2024 (46.8%). A further 27.7% offered at least partially accessible facilities in 2024. There has also been an increase in inclusive educational programmes. In particular, the proportion of museums offering educational programmes in Plain Language rose from 28.3% in 2014 to 43.0% in 2024 (+14.7 percentage points).

Almost three-quarters of museums have a social media presence

In the field of digital communication, museums were able to significantly increase their visibility, primarily through a stronger presence on social media. In 2014, 38.5% of museums were active on social media. This proportion has risen steadily since then, reaching 72.4% in 2024 (+33.9 percentage points compared with 2014).

Furthermore, the digitisation of museums has also expanded significantly over these years. While 37.9% of museum institutions had digitised collections in 2014, this proportion rose to 48.0% by 2024, representing an increase of 10.1 percentage points.

Detailed results and further information on museums can be found on our website. Data on the cultural sector in Austria as a whole, on cultural institutions, their offerings and usage, on art and culture-related

education, as well as on cultural expenditure and the cultural economy, are also available on our website and in the STATreport 'Culture 2024' (only in German).

Information on methodology and definitions:

Cultural statistics provide an overview of cultural activity in Austria. They include information on cultural institutions, their programmes and usage, arts and culture-related education, as well as cultural expenditure and the cultural sector. Thematically, the scope ranges from cultural heritage through the arts to the media. The statistics have been compiled annually since 1985 and are continuously refined. The key findings are regularly published on the website of Statistics Austria and are also summarised once a year in the STATreport.

The **museum statistics**, a primary survey without a compulsory reporting requirement, is the largest survey within the framework of cultural statistics. It was conceptually revised for the 2014 reporting year and converted to an online survey. At the same time, cooperation with the Austrian Museum Association was intensified. Since then, the population has consisted of an address database compiled by the Austrian Museum Association as part of the museum registration process. This comprises only those institutions that meet the qualitative requirements for museums set by ICOM (International Council of Museums). The survey units are the institutional organisations, while the primary units of analysis are individual museums or sites, irrespective of institutional structures.

According to the ICOM definition, a **museum is** "a non-profit, permanent institution open to the public, serving society and its development, which collects, preserves, researches, communicates and exhibits tangible and intangible evidence of people and their environment for the purposes of study, education and experience". In 2024, there were a total of 470 museums across Austria. Of these, 36.6% hold the Museum Quality Mark, a quality mark for museums developed by ICOM Austria and the Austrian Museum Association.

Institutional unit: An institutional body comprising either a single museum or several museums united under a common organisational and management structure.

Who is Statistics Austria?

Statistics Austria is the central organisation for official data and statistics on society, the economy, the state and the environment in Austria. 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 Statis-tics, and Franz Haslauer, Director General Finance.

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