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Austrian winter tourism largely depends on German and Austrian guests; Tyrol and Salzburg are most popular destinations

Vienna, 2020-12-04 – In a typical winter season, more than half of the nights spent in Austria are spent by German and Austrian guests, as Statistics Austria reports. In the winter season 2018/19, the share of German guests related to the total of 72.9 million nights spent in the whole period from November 2018 to April 2019 was 36.9%, followed by guests from Austria (22.7%) and the Netherlands (8.6%). If the German warnings for trips to Austria (including the quarantine obligation in the event of violation) remain in force until January 2021, this could mean a decrease of up to 12 million nights spent. The Austrian Länder Vorarlberg, Tyrol and Salzburg would be particularly affected, because there the proportion of nights spent by German guests is usually above average. Almost half (43.7%) of all nights spent recorded in the winter of 2018/19 were accounted for in the months of November to January, and about a quarter in February (24.5%), the most important month for the Austrian winter tourism.

German guests dominate tourism in the western parts of Austria; in eastern federal states mainly Austrian guests

More than half of all nights spent in the winter season 2018/19 (59.5%) took place in the western Austrian Länder Tyrol (37.6%) and Salzburg (21.9%). While these federal states – along with Vorarlberg (57.4% of winter nights in Vorarlberg) – depend to a large extent on German guests (proportion of German guests in all nights spent, winter 2018/19: Tyrol 50.4%, Salzburg 37.4%), Austrian guests dominate in parts of the country like Burgenland (share of nights spent: 85.5%), Lower Austria (67.7%), Upper Austria (60.7%), but also Styria (56.1%) and Carinthia (37.4%). In the capital Vienna, on the other hand, 63.9% of all overnight stays were spent by guests from countries of origin other than Germany or Austria.

In the winter of 2018/19, more than half (51.5% or 13.8 million) of the overnight stays by guests from Germany, the most important country of origin, were spent in Tyrol, followed by Salzburg (6.0 million or 22.2%) and Vorarlberg (2.9 million; 10.7%). The third most important market of origin after Austria – the Netherlands – contributed 6.3 million overnight stays to the result of the winter season 2018/19. Well over 80% of all overnight stays by Dutch guests (85.4%) were spent in the federal states Tyrol (55.6%) and Salzburg (29.8%). Guests from Switzerland and Liechtenstein particularly liked to spend their holidays in Tyrol (55.8% of overnight stays by Swiss guests) and Vorarlberg (25.4%).

Salzburg and Styria are particularly popular with resident tourists

In winter 2018/19, 16.5 million overnight stays in Austria were made by resident guests. The most popular Austrian Länder were Salzburg and Styria, one fifth of the overnight stays by resident tourists took place in each of these destinations (20.5% and 19.9%), followed by Lower Austria (12.0%) and Upper Austria (11.6%), Tyrol (11.0%), Vienna (8.7%), Carinthia (8.3%), Burgenland (5.3%) and Vorarlberg (2.6%).

One fourth of all overnight stays were spent in February, one fourth of overnight stays by German guests in January

43.7% of all overnight stays in the winter season 2018/19 were recorded in the first half of the season (November to January), about one fourth in February (24.5%). February is the most important month for Austrian guests (22.8% of the overnight stays by domestic guests), followed by March and January with 17.4% and 17.0% of all overnight stays in winter. There is a similar distribution among guests from abroad, with 25.0% of overnight stays by foreign guests in February, followed by January (21.9%) and March (21.5%). For German guests, January is the most popular winter month with 23.9% of the nights spent by German guests (26.9 million), followed by March (22.7%) and February (21.9% of nights spent by German guests in winter).

Considering the Austrian Länder, February is most important especially for Salzburg, where 28.2% of all overnight stays in winter were spent, followed by Vorarlberg (27.4% of nights spent in winter in Vorarlberg), Tyrol (27.1%) and Carinthia (26.9%). The overnight stays in Burgenland, Lower Austria, Upper Austria and Vienna are distributed more evenly over the winter months.

For further information please refer to the [German version](#).

Information on methods: 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 2 095 Austrian communities, 1 566 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 by means of "Statistisches Meldeblatt" or "Betriebsbogen" (for further information related to the methodology see "[Standarddokumentation](#)", PDF, ca. 130 KB).

The **touristic winter season** is from November to April, the **summer season** from May to October.

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