

## OUR MEMBER BUSINESSES

46,296	food service enterprises
22,652	sports and leisure enterprises
18,750	hotels
2,486	cinema, culture and entertainment venues
2,314	travel agencies
2,252	health care enterprises

**94,753 enterprises\***

36.4% of active members in the industry sector are sole traders, and 48.8% of these are women

*(WKÖ member statistics, sole trader analysis)*

**80% of food service enterprises and hotels are family business!** *[KMU-Forschung Austria]*

*\*active and inactive memberships*

### IMPRINT

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## OUR GUESTS



42%



37%



25%

When asked **why they chose to holiday in Austria**, guests most frequently mentioned the country's mountains (42%) any time of the year as well as the wide range of hiking trails (37%) in summer and the appeal of its ski resorts (25%) in winter *(ANTO)*



40%



7%

The vast majority of guests (93%) come with their family (40%), partner (30%), friends (13%) or a tour group (3%) – just 7% are individuals travelling on their own *(ANTO)*



76%



11%

The top **means of holiday transport** are car (76%) and train (11%) *(ANTO)*

**68% and 78%**

68% of summer guests and 78% of winter guests come at least once a year and are therefore **regulars** *(ANTO)*! The average **length of stay** is

**3.3 nights** *(Statistics Austria)*

€235



€253

Guests **spend an average** of €235 in summer and €253 in winter, including travel to their holiday destination *(ANTO)*

**For even more data,  
facts and figures see:**



**AN OVERVIEW OF THE  
TOURISM AND  
LEISURE INDUSTRY 2025**



## OUR CONTRIBUTION TO AUSTRIA'S PROSPERITY



**93% of employees in the tourism industry are happy with their job.** This is 3% more than in the economy as a whole.

*(Market Institut)*

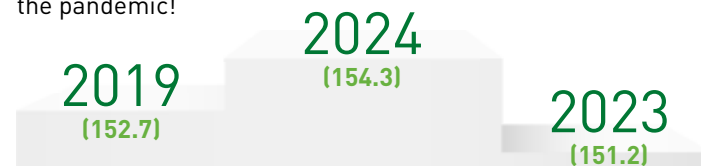


**72%** rate their company as very good and would **apply to the same company again.**



**Austria is regularly a top contender in sustainability rankings,** and took third in Euromonitor International's Sustainable Travel Index 2023, for example.

**154.3 million overnight stays in 2024** including foreign and domestic guests; **2024:** approx. **114 million overnight stays** by guests from abroad. *(Statistics Austria)* Both figures are new records, and indicate that we've moved past the impacts of the pandemic!



**€24.3 billion in income**

for Austria from guests from abroad in 2024 *(OeNB)*

Austria's tourism sector accounted for **€8.6 billion more in income than expenses in the foreign exchange balance** in 2024 *(OeNB)*



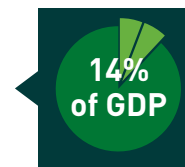
**In 2022 tourists from abroad generated €2,061 in earnings for every Austrian.** This puts us in sixth place out of 31 countries in Europe

*(OeNB, UN-Tourism)*



Enterprises in the industry sector generate direct and indirect **added value** in the tourism and leisure sectors, which together account for **€66.8 billion** or 14% of the country's GDP.

*(WIFO, TSA 2023)*



Based on direct and indirect effects, the tourism industry creates approx. **311,300 full-time jobs\*** (approx. 7.6% of all employees), and the leisure industry some **367,000 full-time jobs\*** (approx. 9% of the total workforce).

*(\*Statistics Austria, WIFO estimate for TSA 2022)*

**Regional value creation** is a distinctive feature of the tourism industry. In the case of subsidised investments, **92% of the companies providing services and thus benefiting from the investments are Austrian.**



**60-kilometre**

Around 81% of the investment volume creates value within a 60-kilometre radius.

*(TIS on behalf of BMWET)*

**306,774 employees and 7,298 apprentices**

are employed in the tourism and leisure industry



*not including those in marginal employment; WKO employee and apprentice statistics*