

## 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

(WKO member statistics, sole trader analysis)

80% of food service enterprises and hotels are **family business!**

(KMU-Forschung Austria)

\*active and inactive memberships

### IMPRINT

Media owner and publisher: Tourism and Leisure Industry Sector,  
Wiedner Hauptstrasse 63, 1045 Vienna, <http://wko.at/bstf>  
Responsible for content: Mag. Manfred Katzenschlager

Production: WKO Marketing & Communication | Design: design:ag, Alice Gutlederer  
Printing: Paul Gerin GmbH & CoKG, 2120 Wolkersdorf, [www.gerin.co.at](http://www.gerin.co.at) | As of: April 2024

For even more data,  
facts and figures see:



## OUR GUESTS



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)



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)



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

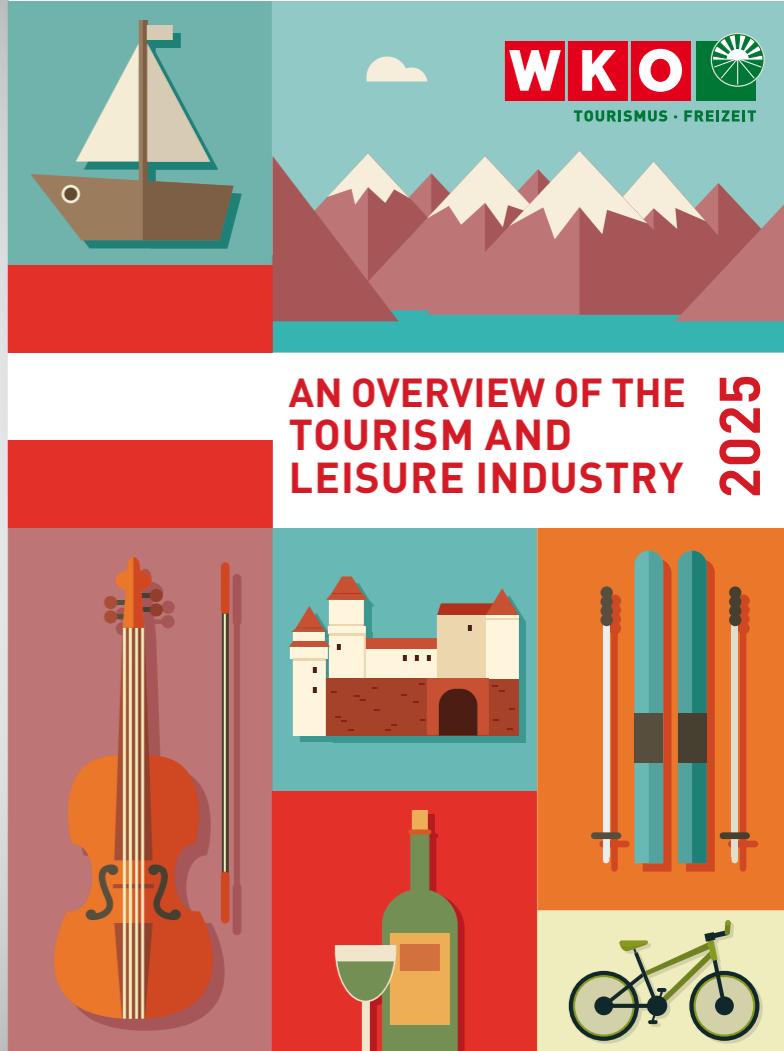
68% and 78%

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)



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



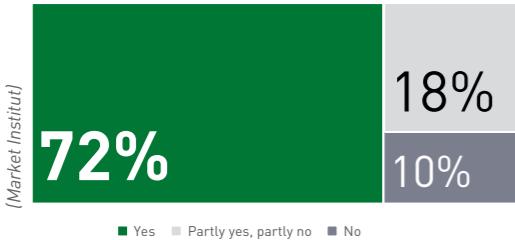
## OUR CONTRIBUTION TO AUSTRIA'S PROSPERITY



**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**.



Around 81% of the investment volume creates value within a 60-kilometre radius.  
*(TIS on behalf of BMWET)*



60-kilometre

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

are employed in the tourism and leisure industry

