

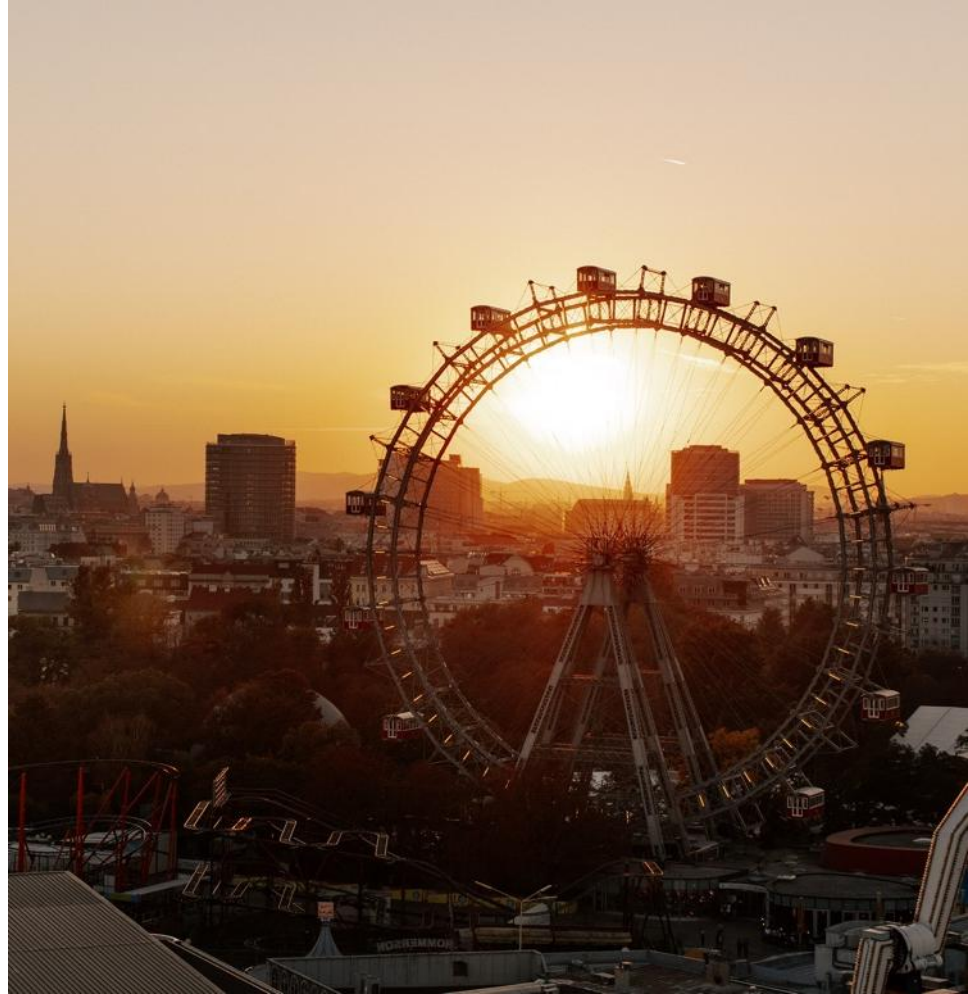
THE ROLE OF THE OBSERVATORY IN STRENGTHENING VIENNA'S CREDIBILITY AS A SUSTAINABLE DESTINATION

VIENNA SUSTAINABLE TOURISM OBSERVATORY



Vienna

- Capital city of Austria
- Population: 2 million
- Municipality & province
- 23 districts
- Overnight stays: ~20 million (2025)
- Tourism contributes 3.9% to the gross regional product (2023)



VIENNA

Vienna STO Projectpartners

Projectpartners:



Project support:



Academic partners:



oPTIMUM TOU_rISM

THE VIENNESE MODEL
FOR GOOD GROWTH

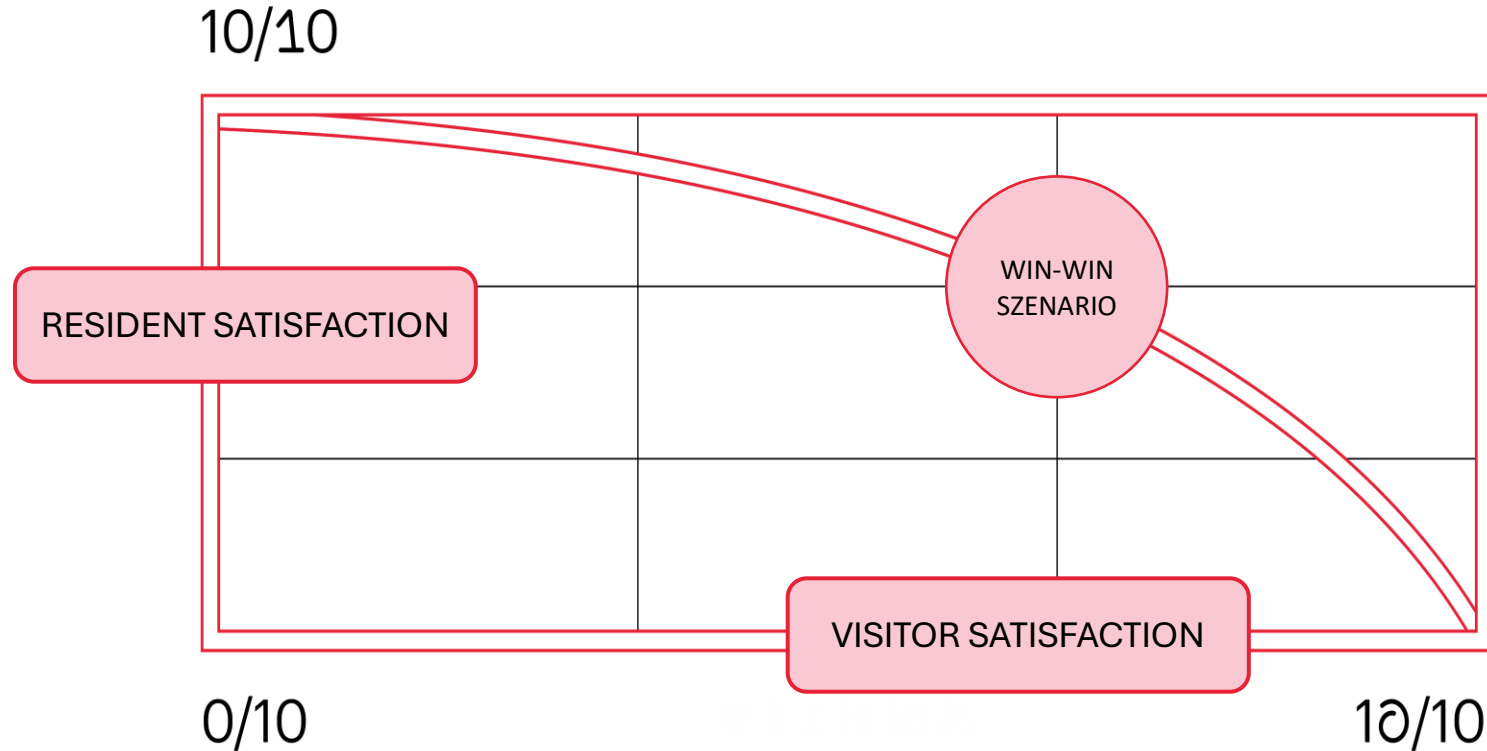
V I E N N A

OPTiMUM ToURISM MeANS

- HIGH QUALITY OF LIFE
- SUSTAINABILITY
- THE KIND OF TOURISM THAT BENEFITS EVERYONE
- YEAR-ROUND JOBS
- AVOIDING MONOCULTURES
- SAFEGUARDING PUBLIC SPACES
- INTERNATIONAL COMPETITIVENESS

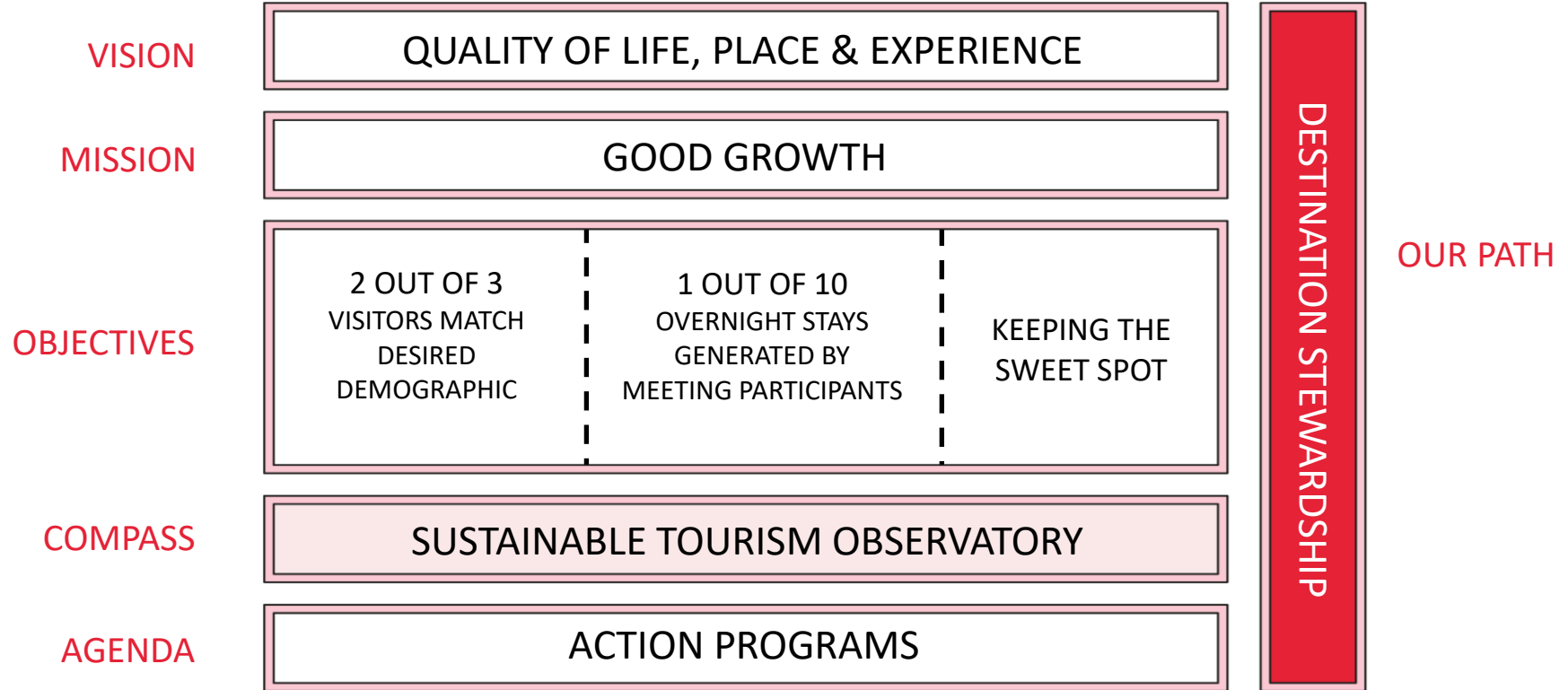
SWEET SPoT

RESIDENTS' AND VISITORS'
SATISFACTION ARE IN BALANCE

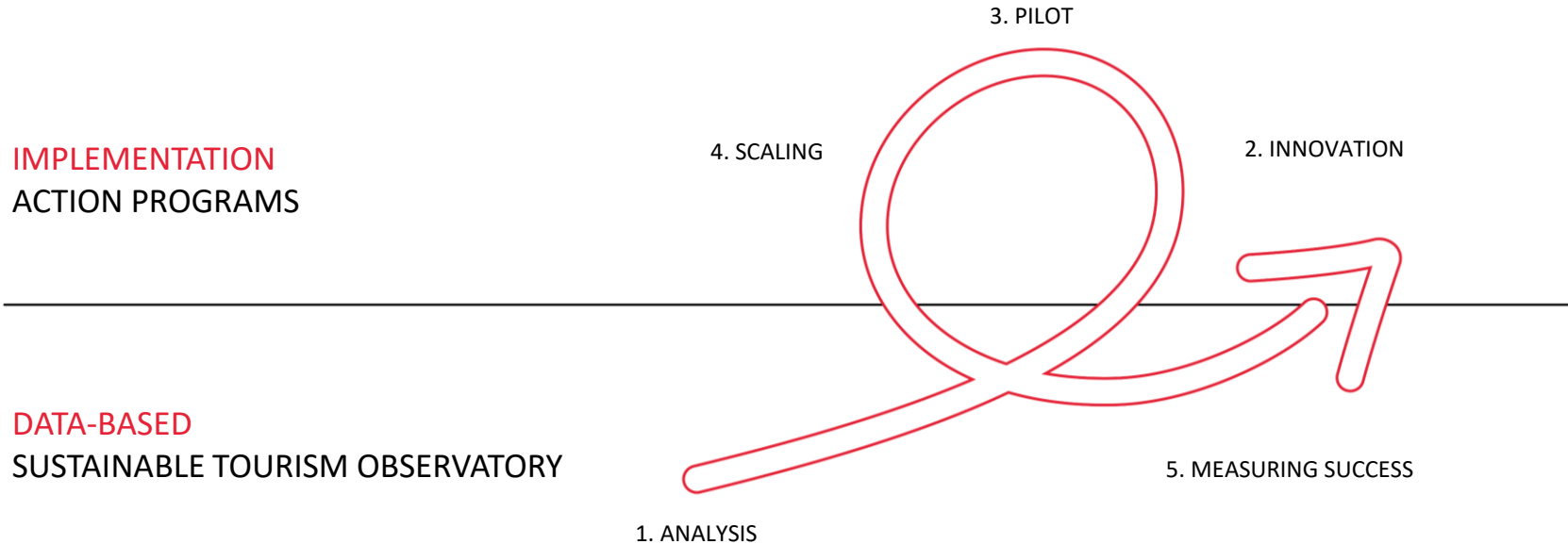


oPTiMUM TOUrISm

THE VIENNESE MODEL FOR GOOD GROWTH



INNOVATION LOOP





TURING DATA INTO IMPACT

ACTION PROGRAMS

ACTION PROGRAMS

CLIMATE-FRIENDLY
TRAVEL



PLACEMAKING



DAY TOURISM

SUSTAINABLE
BUSINESSES



LEGACY

ACCESSIBILITY

Day Tourism

OBJECTIVE

- Establishes a new tool for standardized measuring of day tourism

EXPECTED ADDED VALUE

- Insights for the design and organization of public spaces

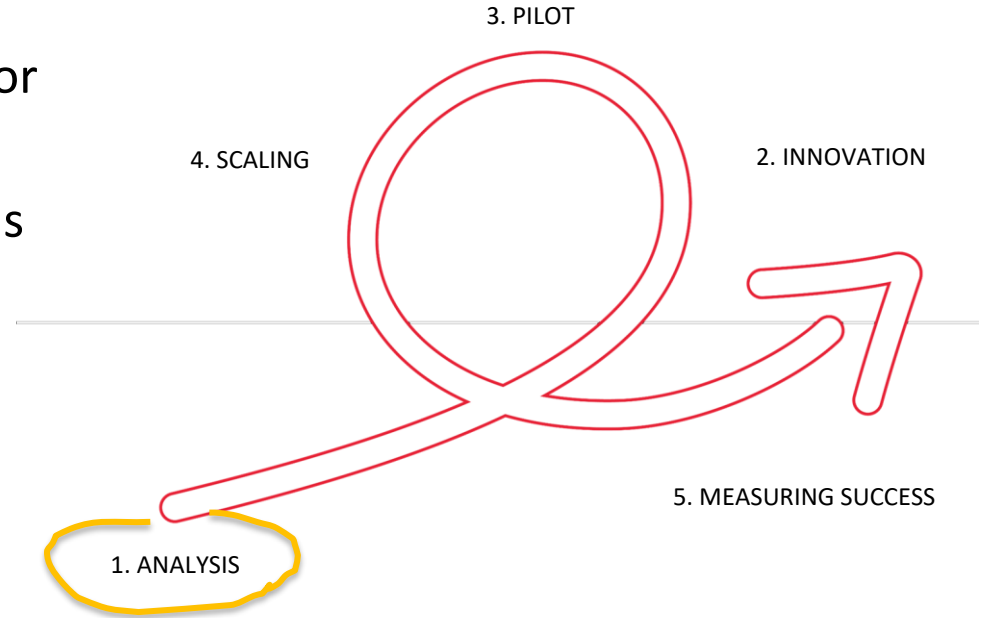


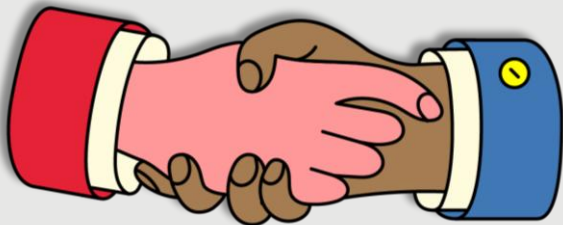
VIENNA

Day Tourism

JOINT ACTIVITIES

- Development of a measuring tool for day visitors
- Develop solutions for targeted areas





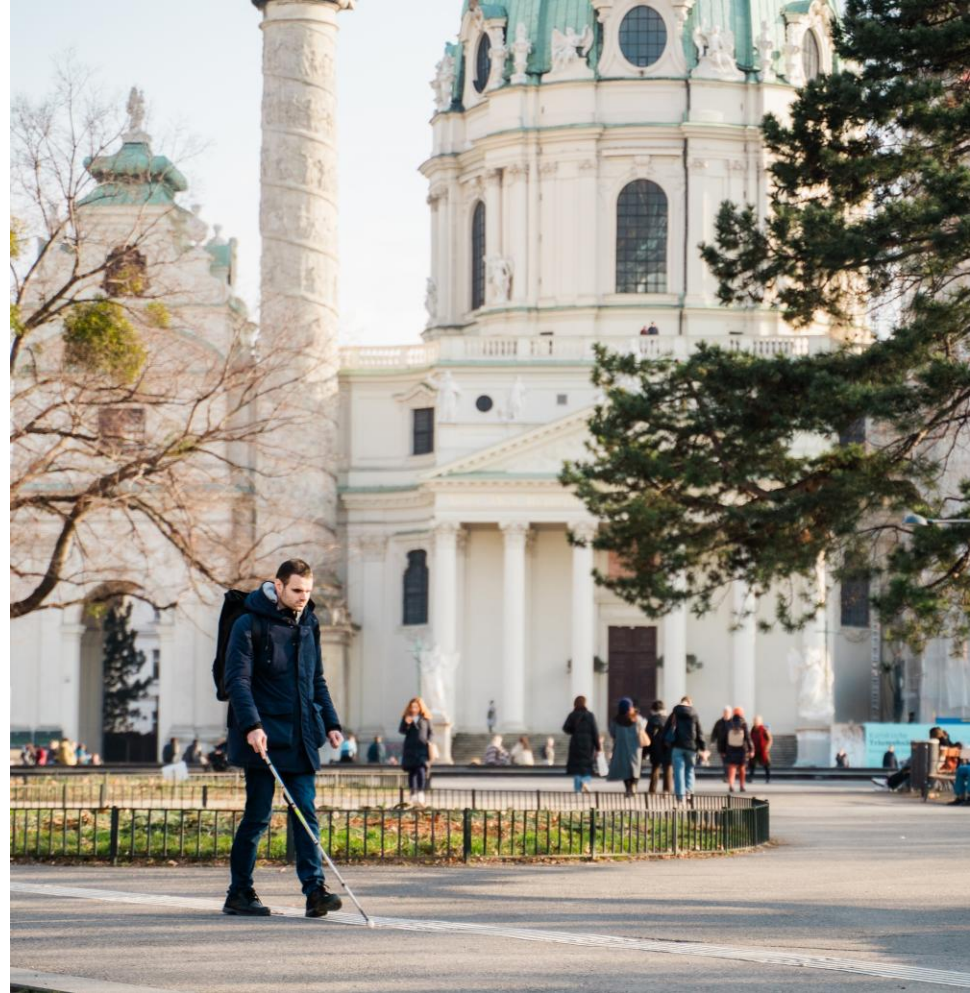
COLLABORATIVE APPROACH

PARTNERING WITH INSTITUTIONS & RESEARCHERS

Accessibility

OBJECTIVE

- The facilities of the Visitor Economy are inclusive and accessible
- Information on the accessibility of Hospitality businesses is easy to find

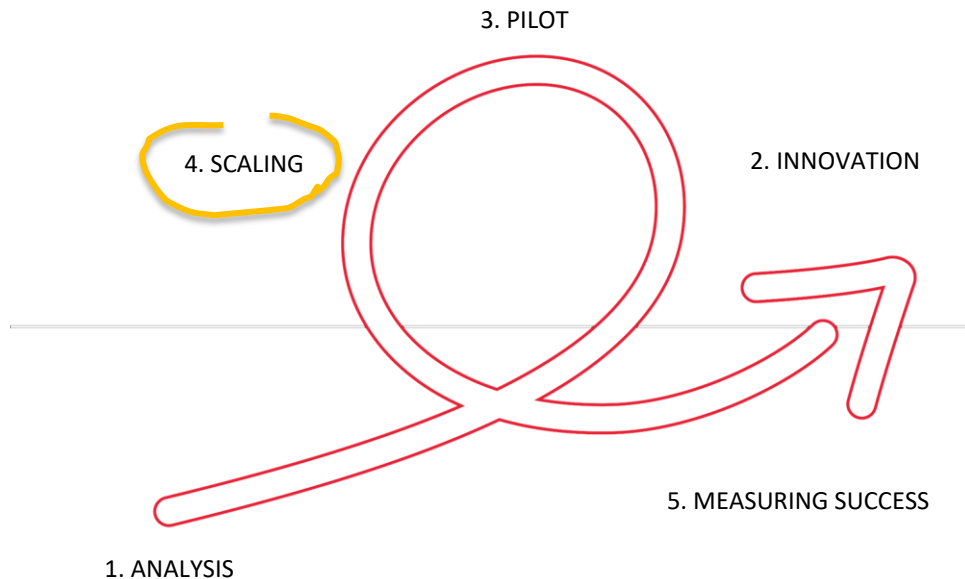


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Accessibility

JOINT ACTIVITIES

- Staff training
- Accessibility toolbox
- Inventory of accessible services
Survey, self-reported





BUILDING ON PREVIOUS SUCCESS

Climate-Friendly Travel

OBJECTIVE

- more and more guests, especially from nearby markets, are traveling in an environmentally friendly way

EXPECTED ADDED VALUE

- lower ecological footprint, supporting Vienna's 2040 climate neutrality goal

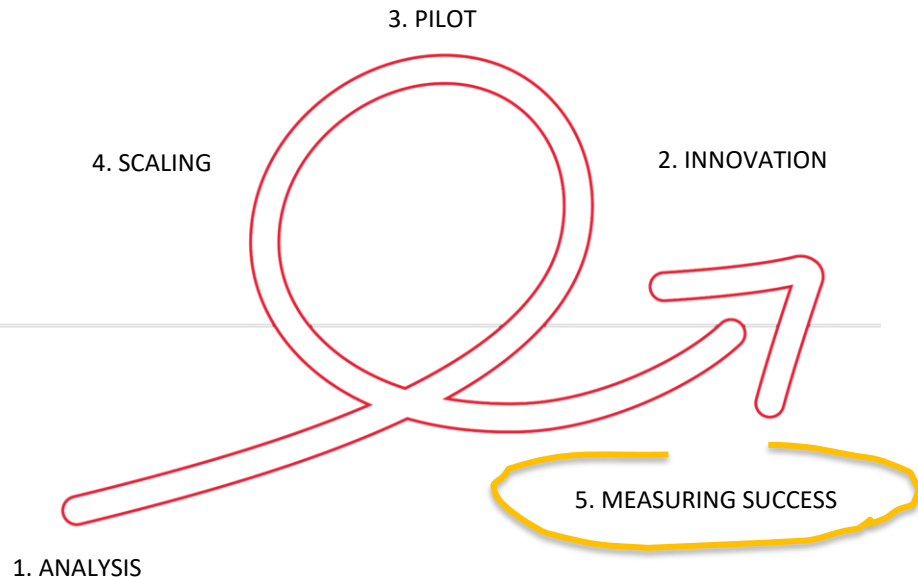


VIENNA

Climate-Friendly Travel

JOINT ACTIVITIES

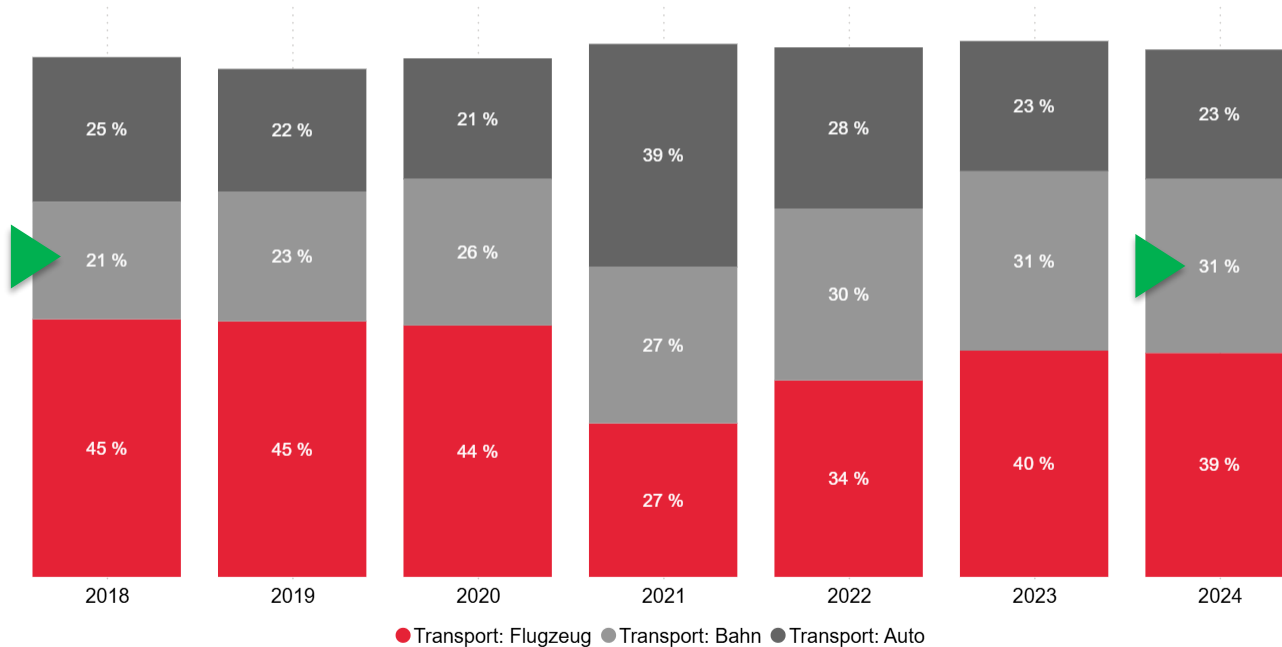
- Joint market activations with rail partners in neighbouring countries
- Highlighting sustainable rail products (e.g. ÖBB Nightjet)
- Presenting tailored mobility solutions to event organisers
- Cooperation with international rail tour operators (e.g. Railtour Suisse, Ameropa, Discovery Trains)





Modal Split - Anreise nach Wien

Modal split – visitor arrivals



Das Säulendiagramm zeigt den Anteil der Verkehrsmittel mit denen Freizeitgäste nach Wien anreisen.

Dargestellt ist jeweils das Tourismusjahr (Anfang November bis Ende Oktober).

Der Anteil der Gäste, die per Bahn anreisen, ist von 2017/2018 bis 2023/2024 von 21% auf 30% angestiegen.

Die Anreise wird laufend durch Wiener Gästebefragung im Rahmen von T-Mona erhoben. Weitere Ergebnisse sind unten verlinkt.

Quelle: Wiener Gästebefragung (T-Mona)



**WEITERE
INFORMATION**

observatory.vienna.info

VIENNA