

# Review 2023

**VIENNA**  
NOW ♦ FOREVER



**17.3**

MILLION  
OVERNIGHT STAYS

**1.08**

BILLION €  
ACCOMMODATION  
TURNOVER (1-11/2023)

**69 %**

HIGHEST OCCUPANCY /  
ROOMS  
IN AUSTRIA  
(BEDS 54%)

**1.04**

MILLION  
OVERNIGHT STAYS  
USA

# Focus Markets 2024

**VIENNA**  
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# How the Vienna Tourist Board selects its key focus markets

- Derived from the Visitor Economy Strategy
- **Main objective:** position Vienna as a premium destination, especially as a culture and meeting destination
- **Target audience**
  - adds value to the destination
  - and contributes to the sustainable destination development
- **Connectivity** by air and rail
- **Economic development** and appetite for Vienna



Germany  
Italy  
France  
UK  
US



Switzerland  
Spain  
Canada  
GCC-States  
China  
Japan  
South Korea

**VIENNA**

# Strategic topics

focusing on a multinational audience



Meeting Destination Vienna  
Luxury  
Air- & Rail Service Development

# Dashboard

[B2B.WIEN.INFO](https://www.b2b.wien.info)



**VIENNA**