

Vienna residents' attitude towards tourism 2023

VIENNA

NOW ◆ FOREVER



Methodology

2023

- **Target group:** Vienna residents aged 18 - 70
- **Sampling quota** by age and gender
- **Weighting:** by age, gender, district, and education
- **Survey method:** Online interviews
- **Survey period:** January till December 2023
- **Sample:** n = 3,658, maximum margin of error $\pm 1.6\%$ (CI = 95%)
- **Note:** Rounding differences have not been adjusted
- **Fieldwork:** MANOVA GmbH
- **Analysis:** Vienna Tourist Board – Strategic Destination Development

Statistical information

2023 - WEIGHTED

n	3.658
	PERCENT
Women	51
Men	49
18-29 years	25
30-39 years	21
40-49 years	20
50-59 years	19
60-70 years	14
Born in Vienna	64
Not born in Vienna	36

	PERCENT
Compulsory education	47
Further education without GCE	10
Further education with GCE	20
Secondary education, university	22
Inner districts	14
Outer Northeast	28
Outer South	33
Outside Northwest	25
Tourism professions	9
Others	91

INNER DISTRICTS: 1,4,5,6,7,8,9; OUTER NORTHEAST: 2,20,21,22;
OUTER SOUTH: 3,10,11,12,13,23; OUTER NORTHWEST: 14,15,16,17,18,19

9 out of 10

VIENNESE ARE (VERY) POSITIVE
ABOUT TOURISM.

QUESTION: IN MY OPINION, TOURISM FOR VIENNA IS...
(SCALE 0 = VERY NEGATIVE | 100 = VERY POSITIVE, n=3,658)



VIENNA

Living in Vienna

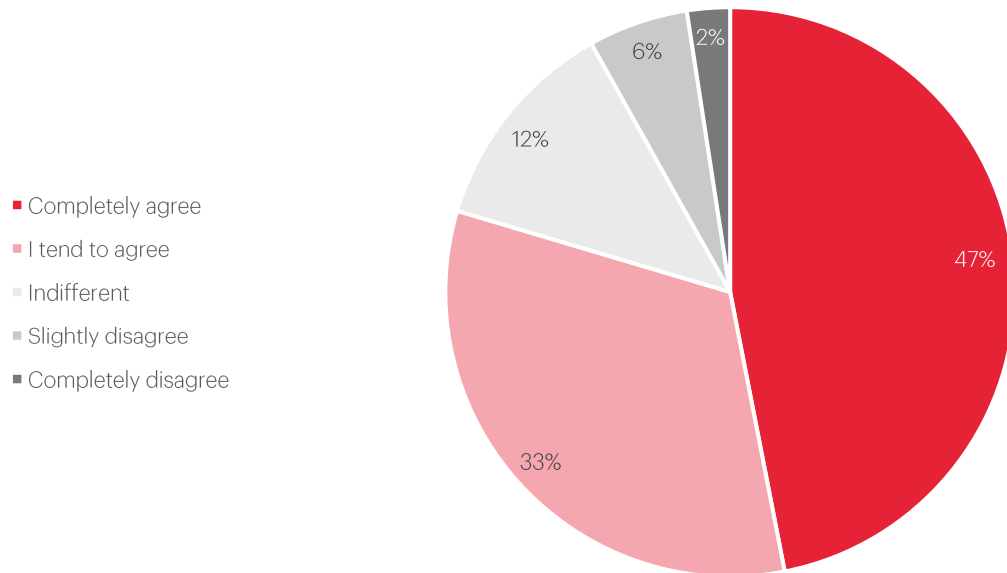


© WienTourismus/Julius Hirtzberger

VIENNA

'I enjoy living in Vienna'

AGREEMENT IN PERCENT



8 out of 10

VIENNESE RESIDENTS ENJOY
LIVING IN THEIR CITY

QUESTION: I ENJOY LIVING IN VIENNA (n=3,618)

VIENNA

Statements about Tourism

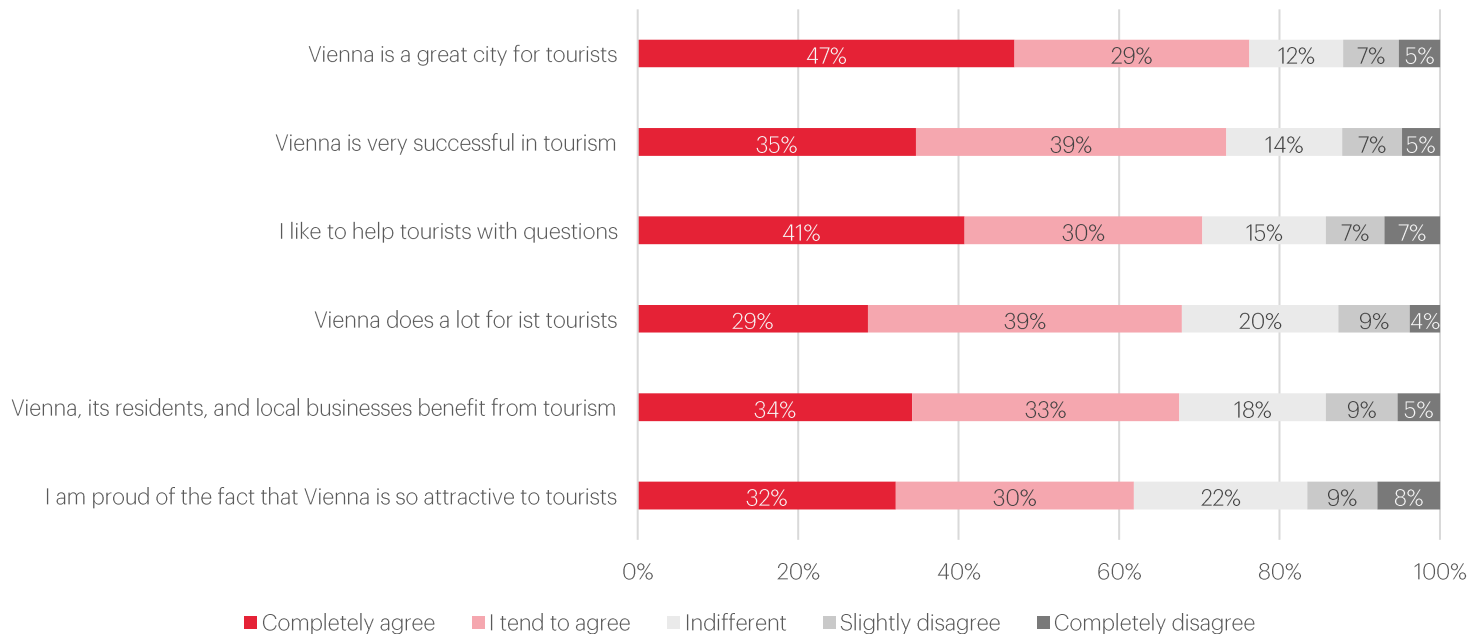


© WienTourismus/Julius Hirtzberger

VIENNA

General statements about tourism

AGREEMENT IN PERCENT

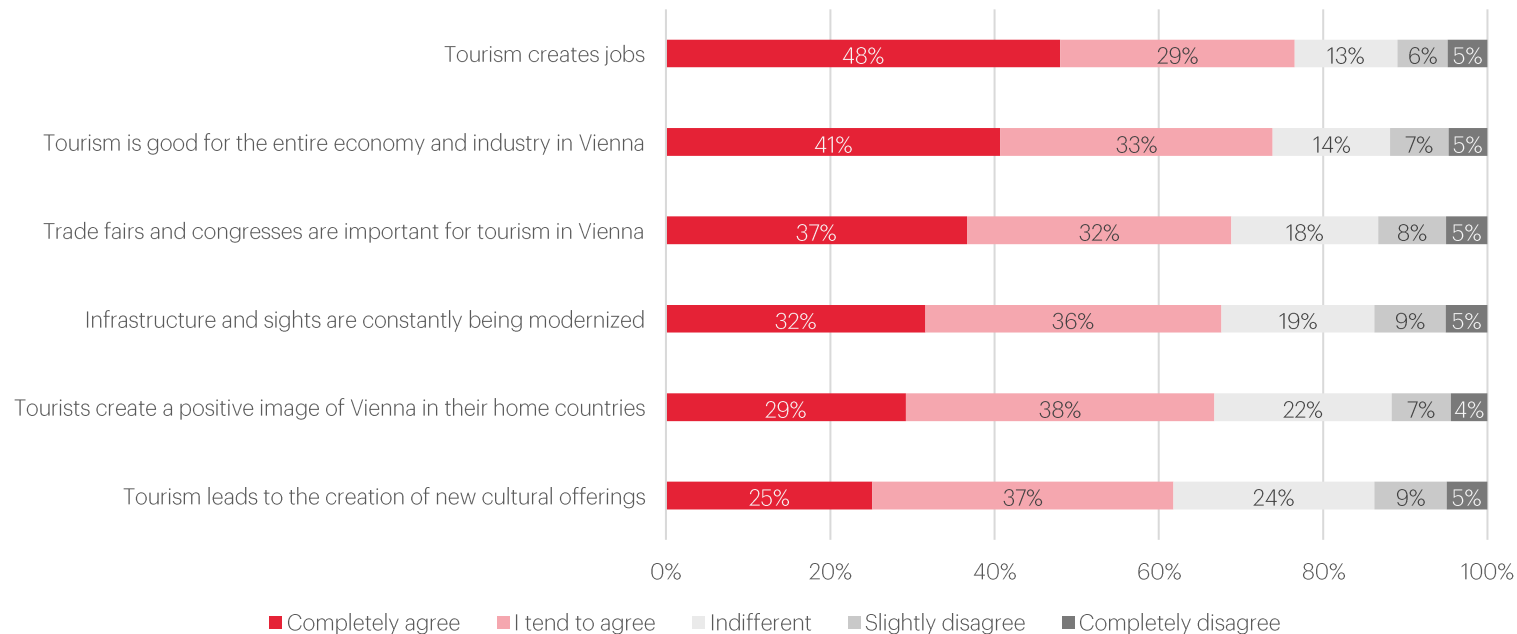


QUESTION: PLEASE RATE THE FOLLOWING STATEMENTS ABOUT TOURISM AND TOURISTS IN VIENNA.
PLEASE INDICATE ON A SCALE OF 1 TO 5, HOW MUCH YOU AGREE WITH THESE STATEMENTS.
(SCALE 1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n=3,553-3,622)

VIENNA

Positive statements about tourism

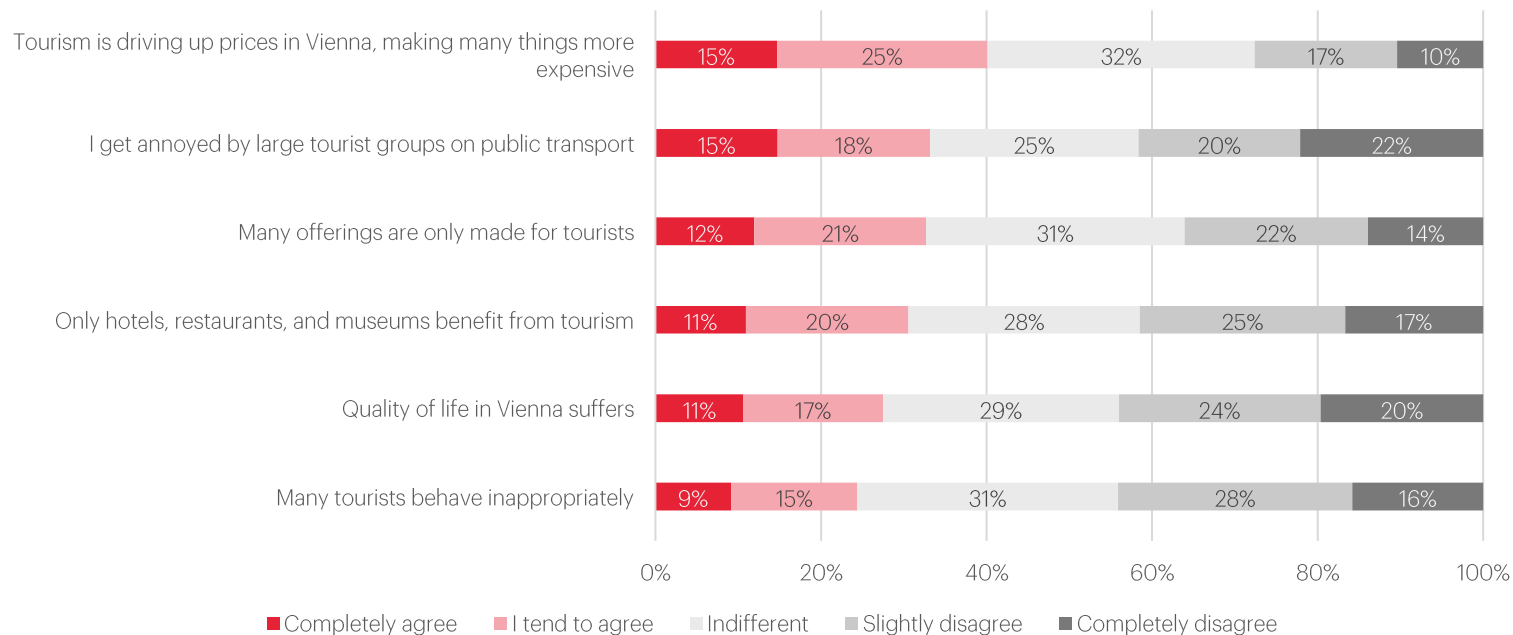
AGREEMENT IN PERCENT



QUESTION: PLEASE RATE THE FOLLOWING POSITIVE STATEMENTS ABOUT TOURISTS IN VIENNA.
PLEASE INDICATE ON A SCALE OF 1 TO 5, HOW MUCH YOU AGREE WITH THESE STATEMENTS.
(SCALE: 1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n= 3.420-3.605)

Critical statements about tourism

AGREEMENT IN PERCENT



QUESTION: PLEASE RATE THE FOLLOWING CRITICAL STATEMENTS ABOUT TOURISM AND TOURISTS IN VIENNA.
PLEASE INDICATE ON A SCALE OF 1 TO 5, HOW MUCH YOU AGREE WITH THESE STATEMENTS.
(SCALE: 1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n = 3.512-3.583)

VIENNA

Future Topics



© WienTourismus/Julius Hirtzberger

VIENNA

Ranking of future topics

TOP 10

Future topics	2023	2022	Δ
Cleanliness in the city	1	1	=
Recognizing the needs of guests and residents and keep them in sustainable balance	2	2	=
Quality control and training for Viennese taxi drivers	3	3	=
Improved usability of the banks of the Danube & Danube Canal	4	5	+1
Regulation of street vendors that sell touristic offers	5	6	+1
International film productions in Vienna	6	8	+2
Strengthening Vienna as a congress destination	7	4	-3
Regulation of quantity and quality of souvenir stalls	8	7	-1
Improvement of service quality in the Viennese gastronomy	9	10	+1
Enhance tourism offerings away from the main tourist attractions	10	9	-1

QUESTION: IN YOUR OPINION, WHICH AREAS SHOULD THE VIENNA TOURISM INDUSTRY CONCENTRATE ON SPECIALLY IN THE NEXT FEW YEARS? 1 MEANS VERY IMPORTANT, 5 COMPLETELY UNIMPORTANT.

(SCALE: 1 = VERY IMPORTANT | 5 = COMPLETELY UNIMPORTANT; 2023: n=3.503-3.615, 2022: n=3.504-3.613)

Have we sparked your interest?

For further information or questions, please contact:

Clemens Költringer | Sebastian Ferrari
(Strategic Destination Development)

V I E N N A
NOW ♦ FOREVER