

Vienna residents' attitude towards tourism 2024

VIENNA

NOW ♦ FOREVER



Methodology

2024

- **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 2024
- **Sample:** n = 3,618, 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

2024 - WEIGHTED

n	3.618
PERCENT	
Female	51
Male	48
Diverse	1
18-29 years	
30-39 years	24
40-49 years	23
50-59 years	19
60-70 years	19
60-70 years	
Born in Vienna	15
Not born in Vienna	66
34	

PERCENT	
Compulsory education	43
Further education without GCE	9
Further education with GCE	21
Secondary education, university	27
Inner districts	
Outer Northeast	13
Outer South	29
Outer Northwest	35
Outer Northwest	
Tourism professions	23
Other professions	10
90	

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...
(0 = VERY NEGATIVE | 100 = VERY POSITIVE, n = 3,618)



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Living in Vienna

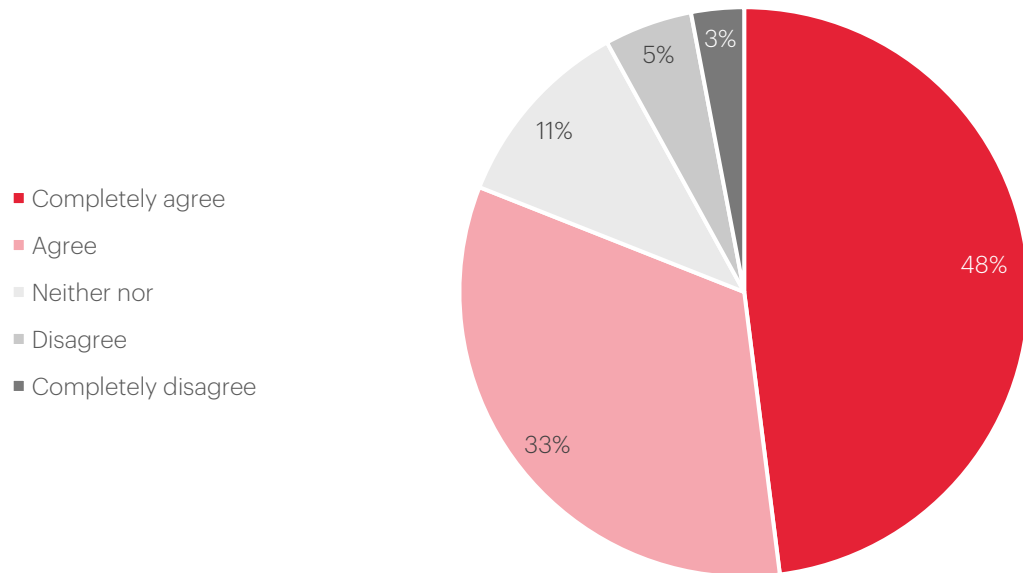


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I enjoy living in Vienna

AGREEMENT IN PERCENT



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



8 out of 10

VIENNESE (VERY MUCH) ENJOY
LIVING IN THEIR CITY

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Statements about tourism

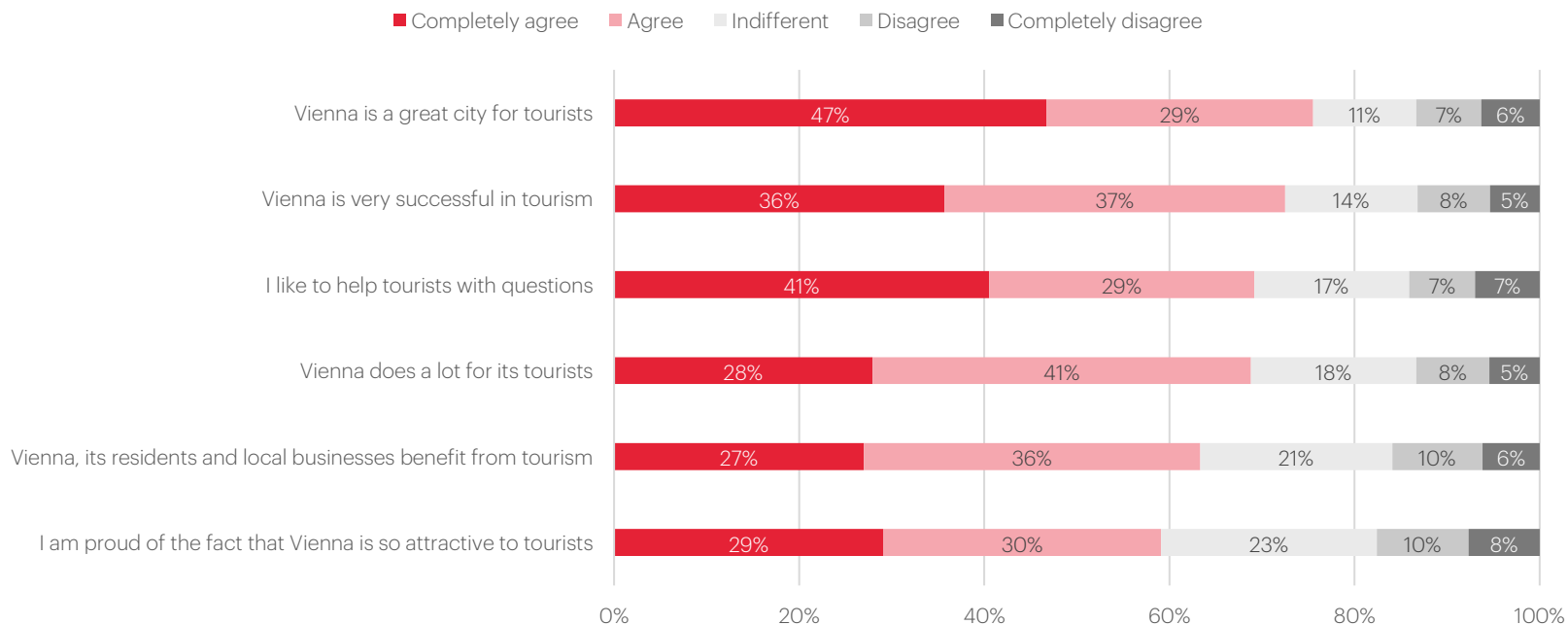


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General statements about tourism

AGREEMENT IN PERCENT

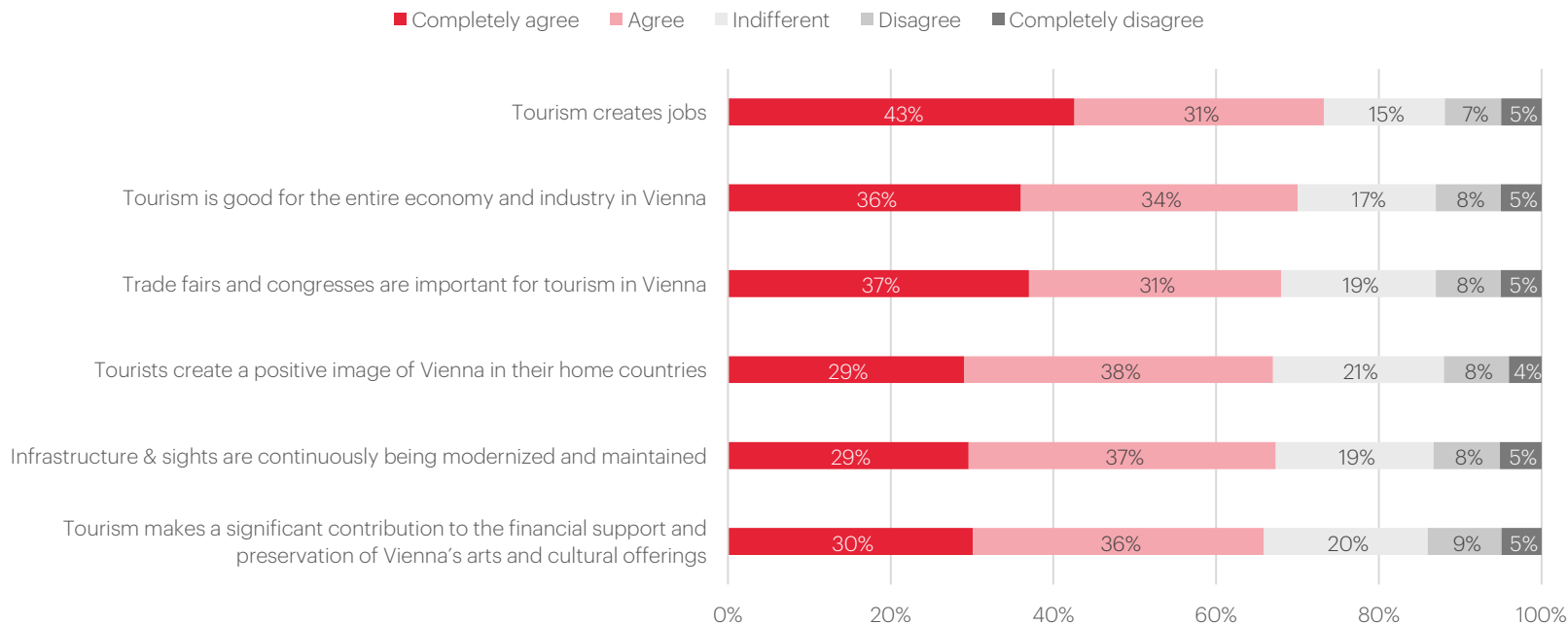


QUESTION: PLEASE RATE THE FOLLOWING STATEMENTS ABOUT TOURISM AND TOURISTS IN VIENNA.
(1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n = 3,521-3,570)

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Positive statements about tourism

AGREEMENT IN PERCENT

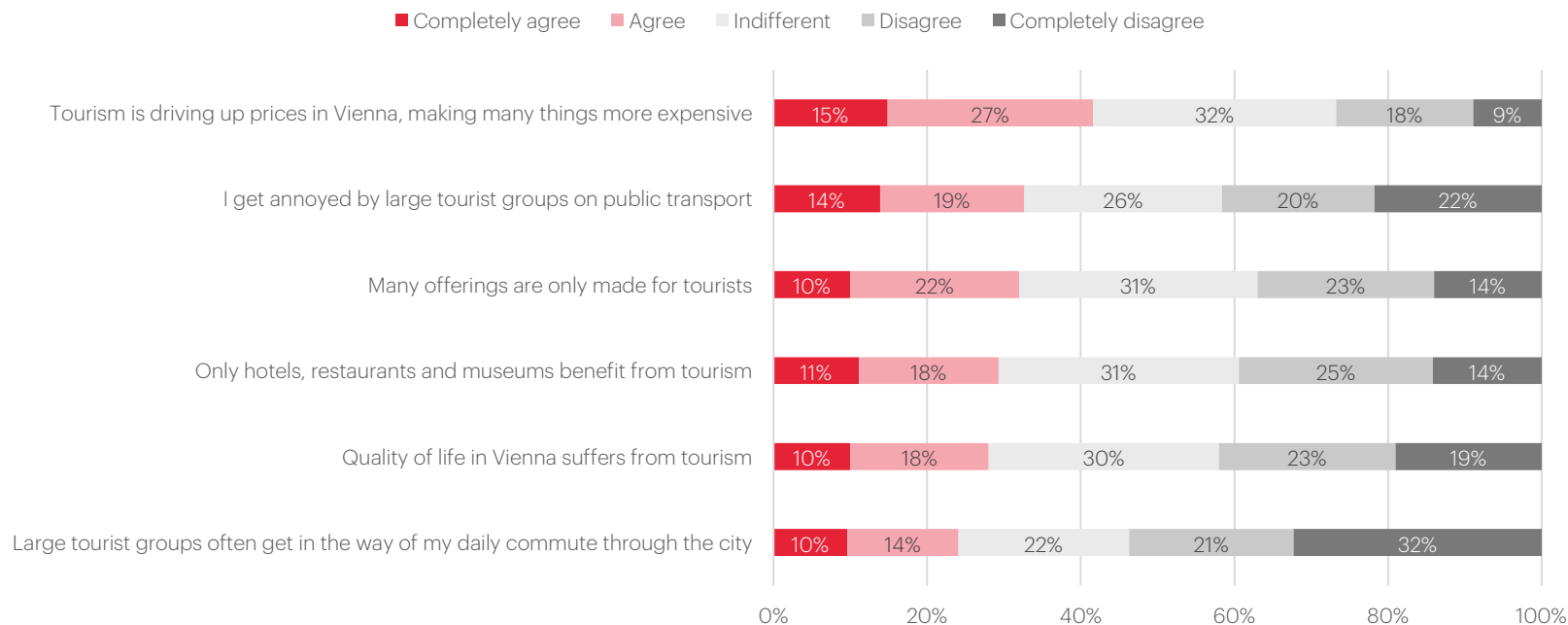


QUESTION: PLEASE RATE THE FOLLOWING POSITIVE STATEMENTS ABOUT TOURISTS IN VIENNA.
PLEASE INDICATE ON A SCALE OF 1 TO 5, HOW MUCH YOU AGREE WITH THESE STATEMENTS.
(1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n = 3,377-3,546)

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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
(1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n = 1,152-3,553)

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Future topics



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Future topics

TOP 10

Topic	2024	2023	Δ
Cleanliness in the city	1	1	=
Recognizing the needs of guests and residents and keep them in sustainable balance	2	2	=
Improved usability of the banks of the Danube & Danube Canal	3	4	+1
Quality control and training for Viennese taxi drivers	4	3	-1
Strengthening Vienna as a congress destination	5	7	+2
Regulation of street vendors that sell touristic offers	6	5	-1
International film productions in Vienna	7	6	-1
Regulation of quantity and quality of souvenir stalls	8	8	=
Enhance tourism offerings away from the main tourist attractions	9	10	+1
Improvement of service quality in the Viennese gastronomy	10	9	-1

QUESTION: IN YOUR OPINION, WHICH TOPICS SHOULD THE VIENNA TOURISM INDUSTRY CONCENTRATE MORE ON IN THE NEXT FEW YEARS? PLEASE INDICATE ON A SCALE OF 1 TO 5, HOW IMPORTANT YOU CONSIDER THESE TOPICS (1 = VERY IMPORTANT | 5 = COMPLETELY UNIMPORTANT;

2024: n = 3,449-3,560, 2023: n = 3,503-3,615)

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Have we sparked your interest?

For further information or questions, please contact:

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