

Vienna residents' attitude towards tourism 2025

VIENNA

NOW ◆ FOREVER



Methodology

2025

- **Target group:** Viennese 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 2025
- **Sample:** n = 3,593, 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

2025 - WEIGHTED

n	3.593
	PERCENT
Female	51
Male	48
Diverse	0
18-29 years	24
30-39 years	23
40-49 years	19
50-59 years	19
60-70 years	15
Born in Vienna	66
Not born in Vienna	34

	PERCENT
Compulsory education	43
Further education without GCE	9
Further education with GCE	21
Secondary education, university	27
Inner districts	13
Outer Northeast	29
Outer South	35
Outer Northwest	23
Tourism professions	9
Other professions	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...
(0 = VERY NEGATIVE | 100 = VERY POSITIVE, n = 3,593)



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Living in Vienna



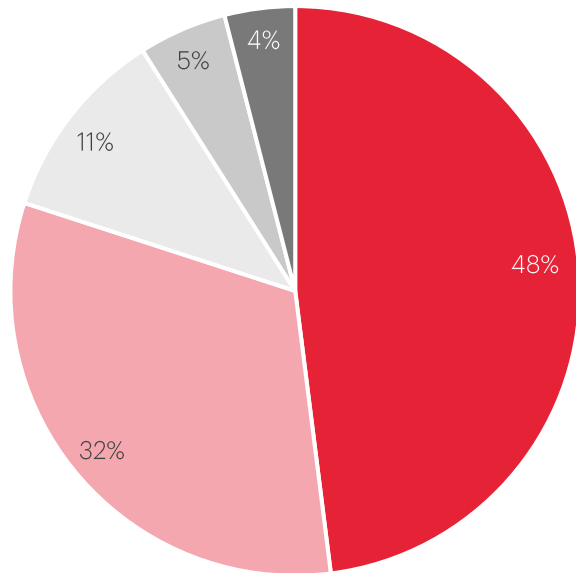
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I enjoy living in Vienna

AGREEMENT IN PERCENT

- Completely agree
- Agree
- Neither nor
- Disagree
- Completely disagree



8 out of 10

VIENNESE (VERY MUCH) ENJOY
LIVING IN THEIR CITY

QUESTION: I ENJOY LIVING IN VIENNA (n = 3,592)

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Statements about tourism

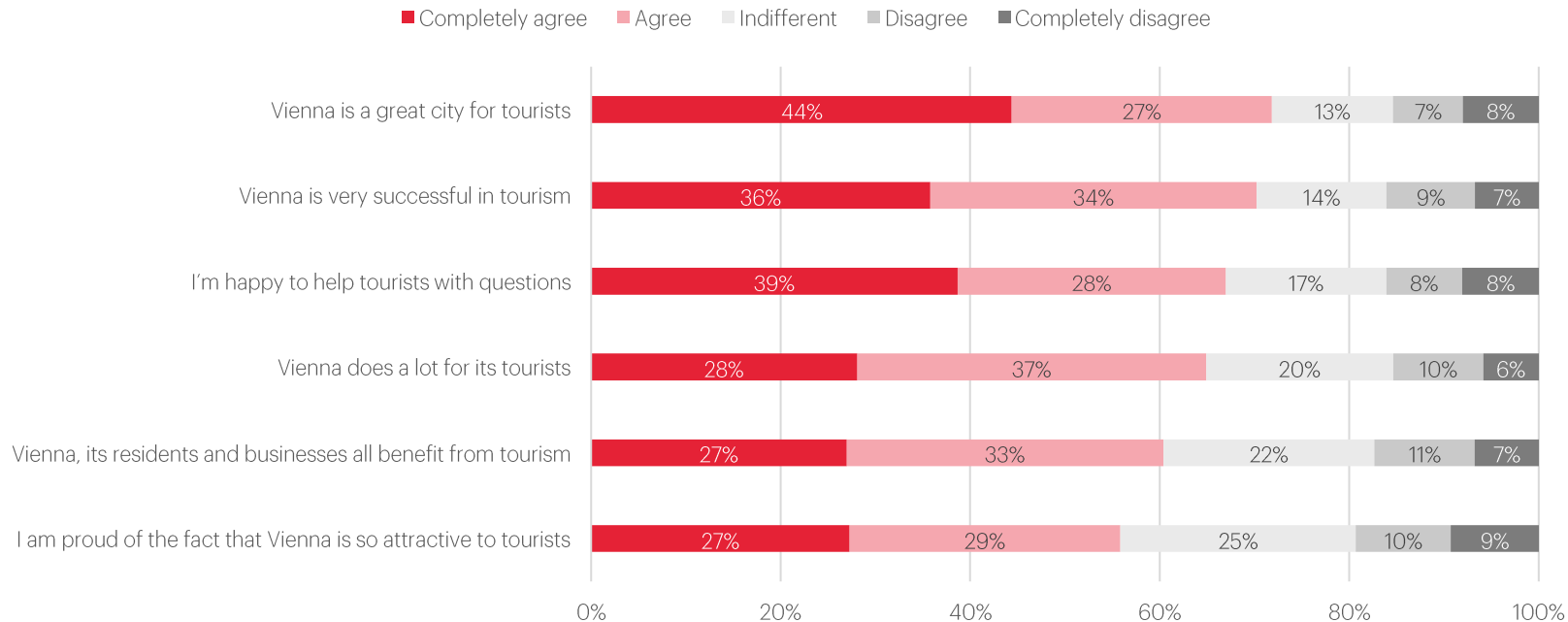


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General statements about tourism

AGREEMENT IN PERCENT

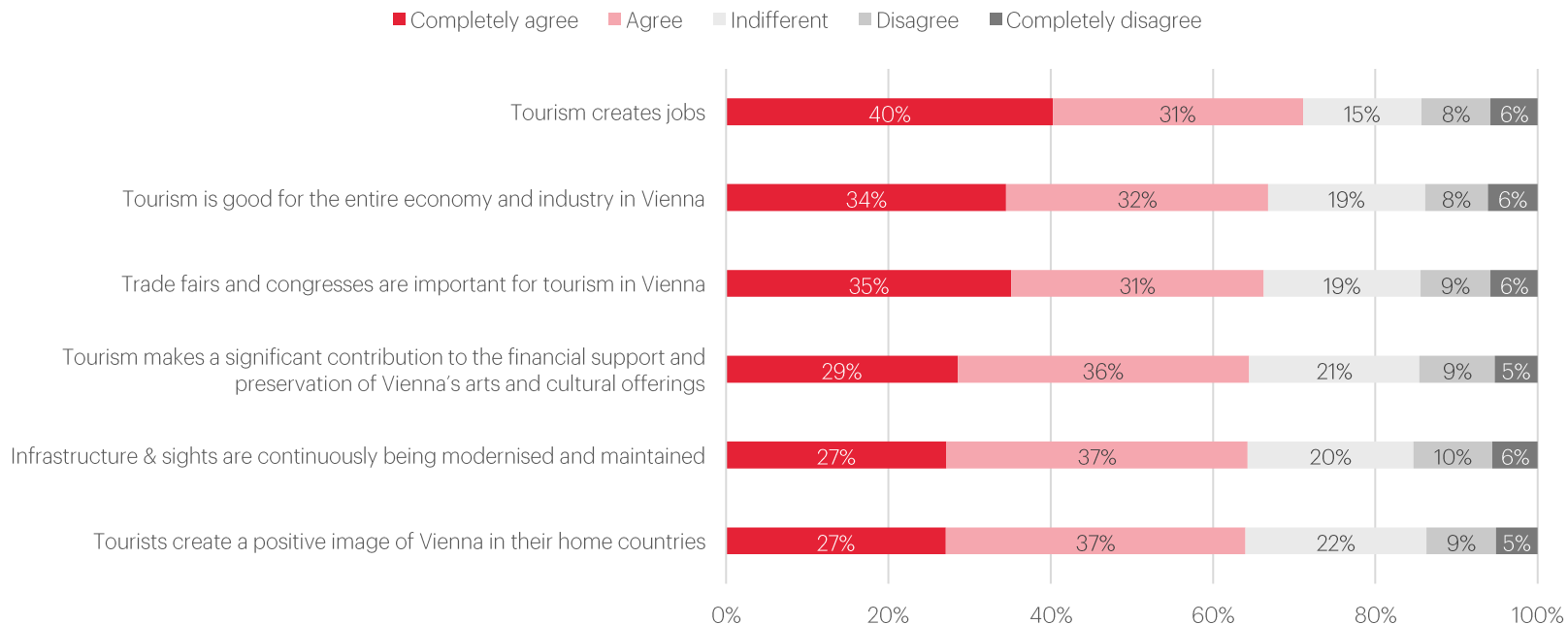


QUESTION: PLEASE RATE THE FOLLOWING STATEMENTS ABOUT TOURISM AND TOURISTS IN VIENNA.
(1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n=3.416-3.562)

VIENNA

Positive statements about tourism

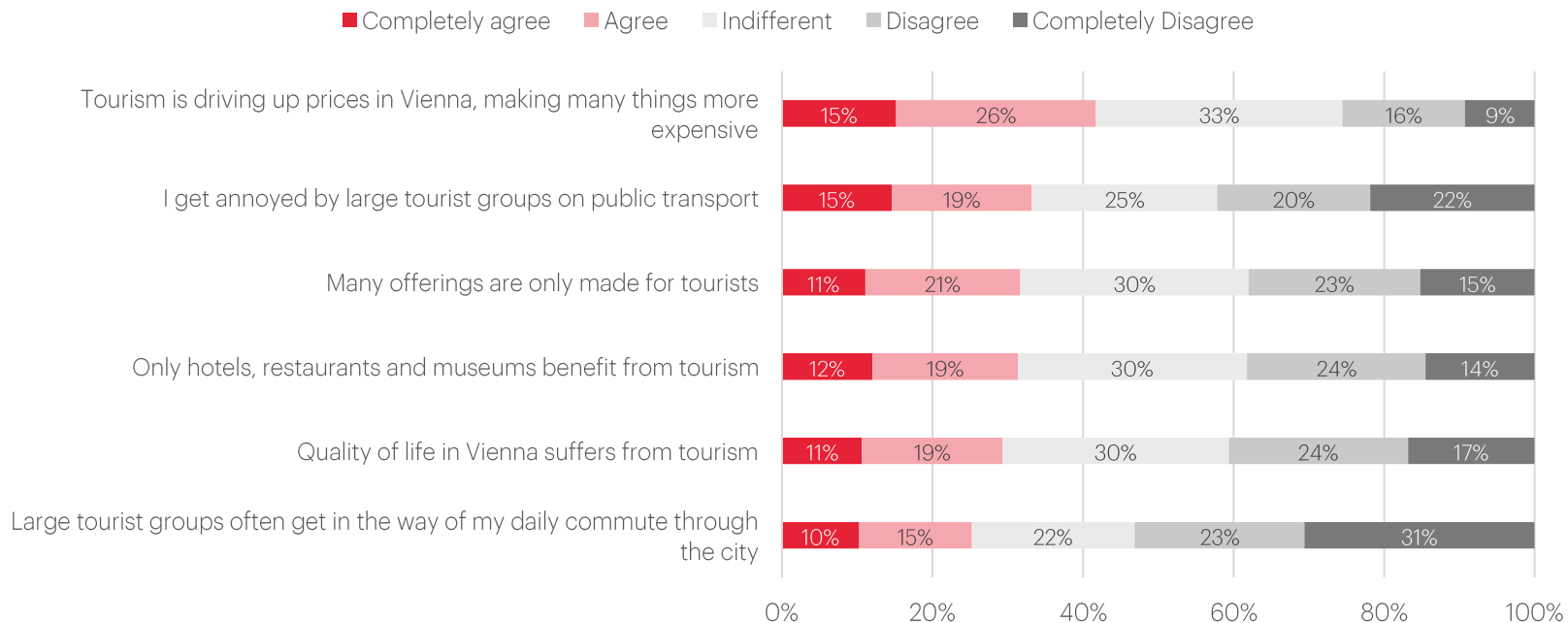
AGREEMENT IN PERCENT



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.
(1 = COMPLETELY AGREE | 5 = COMPLETELY DISAGREE; n=3,384-3,553)

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 = 2.374-3.533)

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Future topics



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Future topics

TOP 10

Thema	2025	2024	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	4	+1
Improved usability of the banks of the Danube & Danube Canal	4	3	-1
Regulation of quantity and quality of souvenir stalls	5	8	+3
Regulation of street vendors that sell touristic offers	6	6	=
Strengthening Vienna as a congress destination	7	5	-2
International film productions in Vienna	8	7	-1
Enhance tourism offerings away from the main tourist attractions	9	9	=
Improvement of service quality in the Viennese gastronomy	10	10	=

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; 2025: n=2.644-3.547; 2024: n=2.033-3.560)

Have we sparked your interest?

For further information or questions, please contact:

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