# Tourism in Salzburg City – Facts & Figures 2017

**Salzburg Information**

“Salzburg Information” is the city’s tourism office, responsible for worldwide tourist marketing (advertising, sales promotion, information and production, press and publicity work), providing interested guests with support and information at two info bureaus within the city. Naturally, extensive services are also offered online at [www.salzburg.info](http://www.salzburg.info): hotel reservations, information about cultural events, links to all important service providers, RSS feeds, the social Web, weather forecasts, webcams, photos, videos etc.

Salzburg is the capital city of the Austrian province of the same name and has 154,820 permanent residents (status: 1.1.2018). The city hosts approximately 4,500 cultural events annually, with performance highlights including numerous festivals, such as Mozart Week, the Easter Festival, the Whitsun Festival, the Summer Festival, Sommerszene, Culture Days in autumn, as well as various choral events during Advent. Every year, the city welcomes approximately 8.2 million daytime and overnight visitors. Second only to the Austrian capital, Vienna, Salzburg is one of the most important city tourism destinations in Austria. The city where W. A. Mozart was born has also been a proud member of the UNESCO World Heritage List since 1997.

Salzburg’s unique selling points include Mozart, “The Sound of Music”, the UNESCO-listed baroque historical district, the Festivals as well as Advent season, including “Silent Night”. One look at global reporting on Salzburg as a Christmas destination clearly shows the appeal the city has for visitors: in 2017, the Christkindlmarkt, which takes place on the squares outside of the cathedral and the Residenz, was listed by Britain’s Independent, the Evening Standard and the Sunday Mirror as one of the top-10 of its kind in Europe. Also, the Schweizer Blick, the Irish Examiner and the Irish Times proclaimed Salzburg one of the most beautiful cities during Advent season.

**Guest Arrivals and Overnights 2017**

Total Arrivals: 1,758,056 (2016: 1,629,269)

Trend: +7.9% in comparison with 2016

Total Overnights: 3,043,552 (2016: 2,828,871)

Trend: +7.6% in comparison with 2016

The year 2017 brought record results for overnight tourism in the provincial capital: with a growth of 7.6% in overnights and a 7.9% increase in arrivals, the city achieved the best results since tourism statistics have been recorded. For the first time, the 3-million-overnight barrier was crossed. Bed occupancy rates, with around 12,200 beds available in the city, rose to 59.86% (as compared to 57.33% in the prior year), which represents a room occupancy rate of some 80%. Viewed seasonally, most overnights were recorded in the summer half-year (61%) with peaks reached in July and August (representing, when taken together, roughly one quarter of all overnights, 23.7%).

The average length of stay has remained stable in recent years. It also was unchanged in 2017 as compared with 2016, lying at 1.7 days.

**Overnight figures generated by the 10 biggest originating countries**

The most important originating countries, totaling over 100,000 overnights in the year 2017, were: Austria, Germany, USA, China, Great Britain, and Italy. These six countries taken together are responsible for 64% of overnights. In 2017, 46% of guests came from the German-speaking world, in other words, Austria, Germany and Switzerland. The top-10 list includes five overseas markets, marking a shift in comparison to the previous year, especially in arrivals from Asian countries: China moved into fourth place, South Korea edged out Switzerland, while Taiwan took over tenth place from Spain.

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| **2017** | **Raw Figures** | **Share** | **2016** | **Raw Figures** | **Share** |
|  |  |  |  |  |  |
| 1. Austria  2. Germany  3. USA  4. China  5. Great Britain  6. Italy  7. South Korea  8. Switzerland  9. Australia  10. Taiwan | 715,228  604,640  252,195  127,871  123,612  123,245  77,417  76,030  53,362  49,557 | 23.5%  19.9%  8.3%  4.2%  4.1%  4.1%  2.5%  2.5%  1.8%  1.6% | 1. Austria  2. Germany  3. USA  4. Italy  5. Great Britain  6. China  7. Switzerland  8. South Korea  9. Australia  10. Spain | 694,235  555,956  233,911  122,544  115,815  110,642  78,723  75,946  50,865  47,724 | 24.5%  19.7%  8.3%  4.3%  4.1%  3.9%  2.8%  2.7%  1.8%  1.7% |

**Lodging Selection**

In the provincial capital of Salzburg, as of 31 December 2017 there were 121 (2016: 121) commercially operated lodging establishments available to guests (categorized hotels, inns and guesthouses), offering 101 beds per business on average. This number has increased steadily in recent years. Just ten years ago (2007), there were only 76 beds on average per hotel, whereas twenty years ago (1997) that figure was around 66.

Divided according to quality classification, these figures break down as follows: 5 (2016: 6) five-star businesses with 932 (2016: 1015) beds, 47 (2016: 46) four-star businesses with 6,234 (2016: 6,063) beds, 48 (2016:49) three-star businesses with 3,565 (2016: 3,585) beds, and 21 (2016: 20) 2- or 1-star businesses with 1,337 (2016: 1.306) beds.

87.3% of all overnights are accounted for by hotels and comparable establishments, 1.6% by private B&Bs, 5.2% by youth hostels and campgrounds, and 5.9% by other forms of accommodation (lodgings at religious establishments, for example).

**The Importance of Surrounding Communities**

Since 2007, Tourismus Salzburg GmbH has worked closely with nine neighboring communities in Anthering, Bergheim, Elixhausen, Elsbethen, Eugendorf, Grossgmain, Grödig, Hallwang and Wals-Siezenheim. A comparison of statistical data shows that neighboring communities benefit to a similar extent from city tourism. Their local businesses recorded a total of 816,845 overnights (+6.71% compared to the prior year). With an average length of stay of 1.8 nights, the 5,050 beds available enjoyed an occupancy rate of 43.48%.

**Day-trip Tourism**

Based on a 2007 study, we may assume that 6.5 million day-visitors come to Salzburg City annually. The most popular activities for day-tourists are dining out, strolling through the city and shopping. The majority of day-visitors come to the city more than once a year (on average, eleven times). Almost two-thirds of day-visitors traveled in directly from their hometown. 70% of these came from surrounding areas of Austria, and 30% from neighboring Bavaria. The seasonal peak is reached during the summer months. On average, the day-visitor stays 5.5 hours in the city and spends approximately €35 per capita.

**Tourism as an Economic Factor**

Total tourism revenues in Salzburg City amount to approximately €1 billion. The tourism share of local GDP is estimated to be between 15 and 20%. Approximately 10,000 jobs in the city are dependent on tourism.

In addition to its tourism expertise and its role as a city of culture, Salzburg is also a very important commercial center in general. The economic impact of Salzburg as a commercial hub extends, not only to the province of the same name, but also to the entire region, which includes parts of neighboring Bavaria as well as Upper Austria. Important service and commercial businesses, such as Porsche Holding and Spar Handelsgesellschaft, are headquartered here. Likewise, renowned banks such as Bankhaus Spängler and Wüstenrot, as well as numerous big shipping companies take advantage of the city’s central location for their head offices.

**Visitor numbers at the most important sightseeing attractions in 2017:**

* Hohensalzburg Fortress 1,197,552 (2016: 1,141,071)
* Fortress Museum 695,747 (2016: 655,653)
* Mozart’s Birthplace and the Mozart Residence: 519,040 (2016: 490,929)
* Salzburg Zoo: 345,258 (2016: 346,533)
* Haus der Natur: 332,153 (2016: 324,336)
* Hellbrunn Palace and grounds, including Trick Fountains: 265,965 (2016: 269,419)
* DomQuartier (state rooms of the Residenz, Cathedral Museum and Residenz Gallery) 125,208 (2016: 127,080)
* Salzburg Museum incl. Panorama Museum: 99,732 (2016: 126,010 – incl. Provincial Exhibition)
* Museum der Moderne Mönchsberg/Rupertinum: 115,174 (2016: 104,000)
* Stiegl-Brauwelt: 78,579 (2016: 79,500)
* Toy Museum: 74,528 (2016: 72,793)
* Folklore Museum: 15,550 (2016: 16,256)

**Dining**

Salzburg boasts over 1,000 dining establishments, including 166 cafés and café-restaurants, 62 inns, 225 restaurants as well as 114 bars and nightclubs. 26 restaurants in and near the city were awarded “toques” by renowned gourmet guide Gault Millau in 2017 (three restaurants received three toques, nine received two toques, while 14 establishments were each awarded one toque). Guide Michelin has awarded two restaurants in Salzburg City two stars, while two other restaurants have received one star each.

**Guided City Tours**

Over 150 active, certified city guides offer their services to tourists. Guided tours are given on foot, by bicycle, by horse-drawn carriage as well as by minibus. A standard tour lasts approximately 2.5 hours. In addition, separate tours are offered on special topics ranging from architecture to Mozart, breweries and pubs, as well as folk culture.

**Salzburg Card**

This card provides one-time free admission to all sightseeing attractions and museums in the city and includes travel on public transportation. Furthermore, it can be used to take advantage of many other discounts that are available in Salzburg City and Salzburger Land. In 2017, 233,742 (2016: 206,522) cards were sold, which in turn generated 1,548,850 admissions (plus 8.6% compared to 2016). This benefited museums and sightseeing attractions by €4.78 million (+11.3%).

**Salzburg Congress and Messezentrum Salzburg**

In 2017, 103 (2016: 116) events with around 98,000 visitors were held at Salzburg Congress. The average duration of an event in 2017 was 1.71 days – as compared with 1.88 days in 2016. In turn, this resulted in 213 (2016: 219) utilization days at the congress center and generated approximately 31,300 overnights.

Messezentrum Salzburg and the Salzburgarena hosted 98 events in the previous year with around 636,000 visitors.

**Salzburg W. A. Mozart Airport**

In 2017, 1,890,164 (2016: 1,739,288) passengers were processed. This corresponds to an increase of 8.7%. With regards to airline traffic, passenger volume increased by 10.2% to 1,513,741 (2016: 1,373,454). Airfreight (including airfreight alternative transportation) likewise showed positive developments, recording an increase of 6.2% to 12,673,414 kg.

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*Sources: Municipality of Salzburg: City Archives and Office of Statistics, as well as internal sources*

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