# Tourism in Salzburg City – Facts & Figures 2018

**Salzburg Information**

“Salzburg Information” is the name of the city’s tourist office, responsible for worldwide tourism marketing (advertising, sales promotion, information dissemination and production, press and publicity work), also providing interested guests with direct support and information at two info centers inside the city limits. Of course, extensive service is also offered online at [www.salzburg.info](http://www.salzburg.info): hotel reservations, information about cultural events, links to all important service providers, social media, weather forecasts, webcams, photos, videos etc.

Salzburg City is the capital of the Austrian province of the same name and has 155,886 permanent residents (status: 1.1.2019). It hosts some 4500 cultural events annually with highlights that include Mozart Week, the Easter Festival, the Whitsun Festival, the Summer Festival, Sommerszene, as well as Kulturtage in autumn and diverse programs during the run-up to Christmas including “Advent Singing” at various venues. Salzburg is one of Austria’s top two destinations for city tourism, second only to Vienna itself. Also the city where Wolfgang Amadeus Mozart was born, it has 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 historic district, the Festival, as well as Advent celebrations that also incorporate the city’s historical association with “Silent Night”. One glance at global reporting about this city demonstrates the exceptional magnetism of Salzburg: In the “Reader’s Choice Awards” conducted by Condé Nast Traveler, Salzburg was selected as the best small city in Europe and the second-best worldwide. In 2018, travel website Tripadvisor ® published its ranking of the best global travel experiences for the first time and ranked the “Sound of Music Tour” in its Top 25, the only one in Austria to receive this distinction. Media focus on the 200-year anniversary of “Silent Night” has added to the worldwide prominence of Advent season in Salzburg. British daily newspaper “The Times” chose the Salzburg Christkindlmarkt, which takes place on Dom- and Residenzplatz squares, as the third most beautiful Advent market in all of Europe.

**Guest Arrivals and Overnights 2018**

Total arrivals: 1,821,303 (2017: 1,758,056)

Arrivals: +3.6 % as compared with 2017

Total overnights: 3,141,005 (2017: 3,043,552)

Overnights: +3.2 % as compared with 2017

With 1,821,303 arrivals (+3.6 %) and 3,141,005 overnights (+3.2 %), tourism in Salzburg City recorded very successful figures in 2018. Growth in the most important originating countries was particularly favorable: Overnights from Austria rose by 1.79% to 728,039, those from Germany by 3.88% to 628,101, while the USA showed an increase of 7.61% (271,389 overnights). Places 4 and 5 of the most important markets were accounted for by the UK (133,345 overnights, +7.87 %) and China (129,710 overnights, +1.44 %). This equates to a market share of 4.2% for British and 4.1% for Chinese guests.

Despite the slight increase in bed availability to roughly 13,000, actual bed occupancy rates showed continued growth and currently lie at 61.23%, reflecting a room occupancy rate of approximately 80%. The average duration of stay has remained stable for a number of years: the 1.7 days recorded in 2018 is unchanged from 2017.

**Share of total overnights accounted for by the 10 biggest originating countries**

The most important originating countries, each accounting for over 100,000 overnights in 2018, were: Austria, Germany, USA, Great Britain, China and Italy. These 6 countries taken together are responsible for 64% of overnights; the top 3 originating countries account for more than half of all overnights (51.8 %). 46 % of guests in 2018 came from the German-speaking world, i.e. Austria, Germany and Switzerland.

Among the top 10 are 5 remote overseas markets, with a shift compared to the previous year in the Asian markets especially: China dropped back one place and is now fifth, while Switzerland once again moved ahead of South Korea up to seventh place and Australia was pushed out of the top 10 by Southeast Asia.

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| **2018** | **absolute** | **share in %** | **2017** | **absolute** | **share in %** |
|  |  |  |  |  |  |
| 1. Austria  2. Germany  3. USA  4. Great Britain  5. China  6. Italy  7. Switzerland  8. South Korea  9. Southeast Asia  10. Taiwan | 728,039  628,101  271,389  133,345  129,710  110,476  79,381  77,690  64,018  57,580 | 23.2 %  20.0 %  8.6 %  4.2 %  4.1 %  3.5 %  2.5 %  2.5 %  2.0 %  1.8 % | 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 % |

**Accommodation Structure**

As of 31 December 2018, provincial capital Salzburg had exactly 121 (2017: 121) commercial lodging establishments (incl. hotels in various categories, inns and guesthouses). These establishments offer a total of 12,451 beds (2017: 12,193), equating to an average of 103 beds per establishment. This number has increased steadily in recent years; the average per hotel just 10 years ago (2008) was 81 beds.

The figures according to quality-categorization are: 5 (2017: 6) 5-star establishments with 840 (2017: 932) beds, 48 (2017: 47) 4-star businesses with 6,503 (2017: 6,234) beds, 48 (2017: 48) 3-star businesses with 3,618 (2017: 3,565) beds and 18 (2017: 19) 2- or 1-star businesses with 1,363 (2017: 1,337) beds.

87.7 % of all overnights are accounted for by hotels and similar establishments, 1.9 % by bed-and-breakfasts, 4.3% by youth hostels and campgrounds, and 6.1% by other accommodation providers (e.g. religious institutions).

**The significance of surrounding communities**

Since 2007, Tourismus Salzburg GmbH has been collaborating closely with 9 surrounding communities: Anthering, Bergheim, Elixhausen, Elsbethen, Eugendorf, Grossgmain, Grödig, Hallwang and Wals-Siezenheim. A comparison of statistical data indicates that the benefits of city tourism affect surrounding communities to a similar extent. In total, lodging establishments in surrounding communities recorded 828,002 overnights (+0.5 % in comparison with the previous year). With an average length of stay of 1.8 nights, the 5050 beds had a 44.13% occupancy rate.

**Day Tourism**

Based on a study conducted in 2007, it can be assumed that roughly 6.5 million day-visitors come to Salzburg annually. 3.5 million of these guests are local (around 70% from Austria and 30% from neighboring Bavaria),   
of which 3 million are tourists. The most popular activities for day-tourists are dining out, strolling through the city and shopping. Seasonal peaks are reached during the summer months. On average, day-visitors spend 5 ½ hours in the city and spend around € 35 per capita.

**Tourism as an economic factor**

The total tourism revenue of Salzburg City is approximately €1 billion. Estimates indicate that the share of Salzburg’s gross domestic product accounted for by tourism is around 15 to 20%. The city’s tourism economy generates roughly 10,000 jobs.

Aside from its tourism competency and its role as a cultural mecca, Salzburg is also of great importance as a commercial center in general. The economic impact of Salzburg not only affects the province of the same name, but also the entire region, comprising parts of neighboring Bavaria as well as sections of Upper Austria. Important service and commercial enterprises, such as Porsche Holding and Spar Handelsgesellschaft, are headquartered here. Furthermore, renowned banking institutions such as Bankhaus Spängler and Wüstenrot, along with numerous major shipping companies take advantage of the central location for their primary business headquarters.

Current impact studies of important tourism providers attest to the economic benefits of tourism for the city: € 183 million is injected directly by the Salzburg Festival alone, which in turn generates around € 77 million in local and federal taxes. The Christkindlmarkt on Dom- and Residenzplatz squares brings in roughly € 60 million, while the Salzburg Cultural Association claims approximately € 9 million a year.

**Visitor numbers from the most important sightseeing attractions in 2018:**

* Hohensalzburg Fortress 1,290,000 (2017: 1,197,552)
* Fortress Museum 720,048 (2017: 695,747)
* Mozart’s Birthplace and the Mozart Residence: 548,048 (2017: 519,040)
* Salzburg Zoo: 390,983 (2017: 345,258)
* Haus der Natur: 321,061 (2017: 332,153)
* Hellbrunn Palace and grounds, including the trick fountains: 288,123 (2017: 265,965)
* DomQuartier: 117,028 (2017: 125,208)
* Salzburg Museum incl. Panorama Museum: 112,949 (2017: 99,732)
* Museum der Moderne Mönchsberg/Rupertinum: 115,174 (2017: 104,000)
* Stiegl-Brauwelt: 78,600 (2017: 78,579)
* Toy Museum: 77,342 (2017: 74,528)
* Folklore Museum: 16,859 (2017: 15,550)

**Gastronomy**

Salzburg boasts over 1000 gastronomic establishments, including 174 cafés and café-restaurants, 52 inns, 218 restaurants, along with 110 bars and nightclubs. 30 restaurants either in the city or in surrounding communities were rated by the renowned Gault Millau restaurant guide in 2018 (4 restaurants received 3 toques, 8 received 2 toques and 17 were awarded one). Guide Michelin has given 2 restaurants in Salzburg City a 2-star rating, while 3 restaurants have each received one star.

**Guided City Tours**

Over 150 certified city guides currently offer their services to tourists. Guided city tours are possible on foot, by bicycle, horse-drawn carriage as well as in minibuses. A standard tour takes roughly 2.5 hours. Separate tours are also offered on special themes, including architecture, Mozart, beer as well as folklore.

**Salzburg Card**

This card offers visitors one-time free admission to all of the city’s sightseeing attractions and museums, also including travel on public transportation. Furthermore, it can be used to obtain numerous additional discounts throughout the city and Salzburg province. In 2018, 254,991 (2017: 233,742) cards were sold, which in turn generated 1,304,690 admissions. The resulting payout for museums and attractions was € 5.3 million (+12,5 %).

**Salzburg Congress and Messezentrum Salzburg**

In 2018, 112 (2017: 103) events drawing around 98,000 visitors were hosted by Salzburg Congress. The average event duration in 2018 was 2.2 days – as compared to 1.7 days in 2017. This led to the congress center being occupied on 254 (2017: 213) days and generating 45,000 overnights for Salzburg lodging establishments.

In the past year, Messezentrum Salzburg and Salzburgarena hosted 83 different events attended by around 650,000 visitors.

**Salzburg W. A. Mozart Airport**

In 2018, 1,844,362 (2017: 1,890,164) passengers were processed (-2.4 % compared to the year prior). Public transportation recorded 1,461,883 passengers (-3.6 %). The previous year logged 11,247,645 kg of airfreight (incl. airfreight transport alternatives).

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*Source: Salzburg municipal offices: city archive and statistical office as well as our own sources*

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