# Tourism in Salzburg City – Facts & Figures 2022

**Salzburg Information**

“Salzburg Information” is the name of the city’s tourist office, responsible for worldwide tourism marketing (advertising, sales promotion, information and production, press and publicity), also providing guests with direct support and information at two information centres within the city. 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 158,884 inhabitants (status: 1 January 2023). It hosts some 4500 cultural events annually with highlights including the Mozart Week, Easter Festival, Whitsun Festival, Summer Festival, *Sommerszene*, as well as *Kulturtage* in autumn and various programs during the run-up to Christmas including *Adventsingen*. Salzburg is one of Austria’s top two destinations for city tourism, second only to Vienna, and has been a proud member of the UNESCO World Heritage List since 1997.

Salzburg’s unique selling points include Mozart, *The Sound of Music*, Advent including *Silent Night*, the Salzburg Festival and the UNESCO-listed historic Baroque district. A closer look at the many international awards bears witness to the charisma of the Salzburg brand. In 2022 - as in previous years – the city of Mozart scored points in the Condé Nast Traveler Readers' Choice Award and was voted No. 5 of the *Best Small Cities in the World*. With the Christmas market at the Domplatz and Residenplatz as its flagship, Salzburg is one of the 15 most beautiful Christmas destinations in the world, according to CNN.

**Visitor flow management as an additional task of TSG**

Tourismus Salzburg GmbH (TSG) has also been tasked with active visitor flow management on behalf of the municipality of Salzburg. One of the working goals is to utilize data-based simulation models in order to develop and evaluate effective measures to manage the flow of visitors. In 2022, various counting sensors were tested on both sides of the Old Town and the results evaluated. Since the second quarter of 2022, data has been collected at neuralgic points and linked to other tourism indicators in a dashboard. This allows for the identification of peak densities and the derivation of suitable measures. In 2023, formulated measures will be tested for suitability in a simulation tool. The most efficient and economical interventions will be proposed to the city of Salzburg for implementation.

In the summer months of July and August, an Old Town shuttle is operated to ease traffic - a direct connection from the P+R Messe to the city centre. The city walks, which cover the existing themes of beer culture, church city, city mountains, creative and Instagrammable Salzburg, Festival, Advent and – on the 25th anniversary as a UNESCO World Heritage Site – also provide incentives to spread the word.

**Guest arrivals and Overnights 2022**

Total arrivals: 1.439.095 (2021: 714.802 and 2019: 1.909.970)

Arrivals: +100,58 % compared with 2021 and -24,65 % compared with 2019

Total overnight stays: 2.630.189 (2021: 1.320.204 and 2019: 3.308.801)

Overnight stays: +98,47 % compared with 2021 and -20,51 % compared with 2019

**Share of total overnight stays for the 10 largest countries of origin**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2022** | **absolute** | **share in %** | **2021** | **absolute** | **share in %** |
|  |  |  |  |  |  |
| 1. Austria  2. Germany  3. USA  4. Italy  5. UK  6. Switzerland  7. Netherlands  8. France  9. Spain  10. Czech Republic | 756.041  694.758  209.633  78.160  77.630  74.033  56.322  37.560  35.704  33.498 | 28,7 %  26,1 %  8,0 %  3,0 %  3,0 %  2,8 %  2,1 %  1,4 %  1,4 %  1,3 % | 1. Austria  2. Germany  3. Netherlands  4. USA  5. Switzerland  6. Italy  7. Czech Republic  8. France  9. Israel  10. Belgium | 459.591  451.618  42.161  40.103  38.770  31.973  21.480  20.395  16.995  14.562 | 34.7 %  34,1 %  3,2 %  3,0 %  2,9 %  2,4 %  1,6 %  1,5 %  1,3 %  1,1 % |

A meaningful comparison of overnight stays can be made by comparing the results for 2022 with the record year of 2019.

Not least due to the international restrictions in the travel industry, the top 10 countries of origin are dominated by the local markets in comparison to 2019. Austrian guests recorded the most overnight stays with 756,041 (compared with 745,233 in 2019), followed by our neighbours from Germany (694,758 overnight stays compared with 643,105 in 2019). With 209,633 overnight stays, the USA is the only long-distance market to occupy third place in the top ranks. Italy (78,160 overnight stays) and the United Kingdom (77,630) follow at a considerable distance.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2022** | **absolute** | **share in %** | **2019** | **absolute** | **share in %** |
|  |  |  |  |  |  |
| 1. Austria  2. Germany  3. USA  4. Italy  5. UK  6. Switzerland  7. Netherlands  8. France  9. Spain  10. Czech Republic | 756.041  694.758  209.633  78.160  77.630  74.033  56.322  37.560  35.704  33.498 | 28,7 %  26,1 %  8,0 %  3,0 %  3,0 %  2,8 %  2,1 %  1,4 %  1,4 %  1,3 % | 1. Austria  2. Germany  3. USA  4. China  5. UK  6. Italy  7. South Korea  8. Switzerland  9. Southeast Asia  10. Japan | 745.233  643.105  285.333  143.061  124.516  117.442  98.056  89.543  70.257  63.045 | 22,5 %  19,4 %  8,6 %  4,3 %  3,8 %  3,6 %  3,0 %  2,7 %  2,1 %  1,9 % |

Places 6 to 10 in the nation statistics are also occupied by European countries. The Asian markets have returned at a low level and, with 98,210 overnight stays, account for less than half of the US overnight stays. The share of overnight stays from Austria and Germany adds up to 55.16% of total overnight stays (compared with 41.96% in 2019), with the rest a good mix of international markets.

**Accommodation Sector**

As of 31 August 2022, there were exactly 122 commercial establishments (categorised hotels, inns and guesthouses) in the provincial capital of Salzburg. They offer 14,117 beds, which is 409 beds less than in the previous year. Broken down into the individual hotel categories, there were 6 five-star hotels with 1,018 beds, 48 four-star hotels with 6,393 beds, 46 three-star hotels with 3,680 beds and 22 one- and two-star hotels with a total of 3,026 beds.

Of the 2,437,380 overnight stays in hotels and similar establishments, the five-star category accounted for 151,783 overnight stays, the four-star category for 1,134,752, the three-star category for 669,155 and the one/two-star categories for 481,680 overnight stays. In 2022, campsites and youth hostels reported 67,162 overnight stays and private lodgings and other accommodation reported a total of 125,598 overnight stays.

In the calendar year 2022, an average bed occupancy rate of 48.4 percent was achieved in the hotels. Broken down by month, the peak occupancy rate was 73.7 percent in the month of August.

The average number of overnight stays was 1.83 in the past year, compared with 1.85 the year before.

**Day Tourism**

Around 6.5 million day-trippers visit the city of Salzburg every year. 3.5 million of these guests come from the region (about 70 % from the Austrian surroundings and 30 % from neighbouring Bavaria), 3 million are tourists. The most popular activities for day visitors are eating out, strolling and shopping. The season peaks in the summer months. On average, day visitors stay in the city for five and a half hours, spending around € 35.00 per person.

**Coaches and traffic**

Since June 2018, coaches require a time slot at one of the two terminals, which must be booked in advance via an online reservation system. This approach has resulted in a decrease in the number of coaches and an even distribution of coach groups between the Nonntal and Paris-Lodron-Strasse terminals. In the busy months of July and August, a direct shuttle from the P+R Messe to the city centre supports the distribution of visitor flows. In 2022, 12,478 coaches were registered. This corresponds to 31% compared with the same period in 2019. 56% of the buses used the Nonntal terminal, while the remaining 44% used the Paris-Lodron-Strasse terminal.

**Tourism as an economic factor**

Tourism is an important economic sector in Austria and Salzburg, contributing to growth and employment. The total tourism turnover in the city of Salzburg before Covid was about one billion euros. The share of tourism in the local gross national product was estimated at about 15 to 20 %. Some 10,000 jobs are secured by tourism in the city.

The average overnight guest in Salzburg spends about € 230.00 per day (without travel). Of this, € 80.00 is spent on accommodation, € 36.00 on shopping, € 35.00 on food and drink and € 18.00 on leisure/culture/sport. The rest goes to transport and miscellaneous.

In addition to its tourism competence and its role as a cultural city, Salzburg is also of great importance as an economic centre in general. The economic power of the central region of Salzburg extends not only to Salzburg province, but to the entire region, which includes parts of neighbouring Bavaria as well as parts of Upper Austria. Significant service and trading companies such as Porsche Holding or Red Bull GmbH as well as food companies such as Spar Holding AG or Lidl Austria GmbH have their headquarters here. Renowned banks such as Bankhaus Spängler and Wüstenrot as well as numerous large forwarding companies also use the central location for their headquarters.

**Catering sector**

Salzburg has around 1052 catering establishments, including 147 cafés or café-restaurants, 39 pubs, 250 restaurants and 102 bars and nightclubs. In 2022, the renowned gourmet guide Gault Millau awarded toques to 31 restaurants in the city and surrounding area: One restaurant received five toques, two restaurants received four toques, six restaurants received three toques, nine restaurants received two toques and thirteen restaurants received one toque. The Guide Michelin awarded two restaurants in the city and surroundings of Salzburg two stars and three restaurants one star.

**Visitor numbers from the most important tourist attractions in 2022:**

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| --- | --- | --- | --- |
| **Tourist attraction** | **2022** | **2021** | **2019** |
| Hohensalzburg Fortress  Fortress Museum  Salzburg Zoo  Mozart‘s Birthplace & Mozart’s residence  Haus der Natur (museum of natural history)  Hellbrunn Palace & Trick Fountains  Untersberg Cable Car  Toy Museum  DomQuartier  Museum der Moderne Salzburg  Salzburg Museum incl. Panorama Museum  Stiegl-Brauwelt Museum | 1.038.060  579.862  406.751  350.000  340.636  201.324  192.816  88.876  85.937  82.400  66.781  40.500 | 427.153  241.720  310.041  86.480  195.537  106.914  117.781  48.370  38.951  53.000  41.465  13.868 | 1.378.935  720.475  577.126  394.233  339.127  291.018  267.634  131.435  120.201  101.700  50.000  82.452 |
|  |  |  |  |

**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 with special themes, including architecture, Mozart, beer and folklore.

**Salzburg Card**

This all-inclusive card grants one-time free admission to all sights and museums in the city, includes travel on public transport and additional attractive discounts for concerts and leisure activities in the city and province of Salzburg. In 2022, 171,557 (2021: 67,861) Cards were sold, with which 834,406 admissions (+157.31%) were generated. The digital card, which was introduced in spring 2020, accounts for 21.78% of sales. The 72-hour card is already back at the same level as in 2019, while the 24-hour card is at around half. The distribution to the museums and attractions amounted to around € 3.5 million.

**Salzburg Congress and Messezentrum Salzburg**

Salzburg Congress recorded a total of 106 (2021: 89, 2019: 106) events with 55,987 visitors in 2022. This resulted in 237 (2021: 170) occupied days and brought the Salzburg hotel sector around 26,500 (2021: 11,270) overnight stays.

The Messezentrum Salzburg and the Salzburgarena hosted 90 (2021: 54) events with 441,287 (2021: 124,585) visitors in the past year.

**Salzburg Airport W. A. Mozart**

Salzburg Airport was able to recover significantly in 2022 and recorded 1,229,495 passengers. Before the crisis, this figure was around 1.8 million, and just under 300,000 in the previous year. A total of 54,302 aircraft movements were handled in commercial air traffic, compared with 3,677 in the same period in 2021.

Status: 17 April 2023

*Source: Salzburg municipal government: city archive and statistical office as well as our own internal records*

**Further details:**

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