Evidence-based solution management: the example of tourism acceptance in Vienna

Petra Tschöll, Vienna Tourist Board
21 November 2023
Organization & Duties

- Non-profit organization established in 1955
- 140 employees
- Mandate:
  - Representing the tourist interests of the city
  - Promoting the destination worldwide
  - Assisting visitors with information and services
  - Promoting an understanding among local residents for the tourism industry and its economic, cultural and social significance
  - Contributing to tourism measures instigated by the municipality
Tourism in Vienna

Arrivals / Bednights
Jan-Sep 2023: 5.3 mio / 12.5 mio

Markets
82% international bednights
Main markets: Austria, Germany, United States, Italy, United Kingdom

Value added
2018: 4.8% of Vienna’s GRP
19.5% of Austria’s tourism-related induced economic impact

Meetings
2022: 4,339 events
ICCA #1 | UIA #2

Culture
79% of our guests travel to Vienna for culture and sightseeing

Sources: Municipal Dept 23, Vienna Meetings Statistics Report, Vienna guest survey, Statistics Austria & WIFO
Visitor Economy Strategy: Change of perspective

"Don't ask what your city can do for more tourism, but what tourism can do for your city!"

SHAPING.VIENNA.INFO
#ShapingVienna
Objectives for 2025
Tourism in Vienna

BUSINESS & CITY ADDED VALUE

1. NET REVENUE FROM OVERNIGHT STAYS
   - 2025 = 2018 levels
   - EUR 900 million

2. ECONOMIC IMPACT FROM TOURISM
   - Direct and indirect effects
   - 2025 = 2018 levels
   - EUR 5.6 billion in Austria, of which EUR 4.7 billion in Vienna

3. SUSTAINABLE OPERATORS
   - Increased numbers of certified tourism and leisure operators

4. REDUCE ENVIRONMENTAL FOODPRINT
   - Of visitors from nearby markets

5. VISITOR SATISFACTION
   - Visitors would recommend Vienna
   - 2025 = 2018 levels
   - 9 out of 10 visitors

6. RESIDENT SATISFACTION
   - Tourism is positive
   - 2025 = 2018 levels
   - 9 out of 10 Viennese

© Vienna Tourist Board, Visitor Economy Strategy 2025, shaping.vienna.info
Why we expand the monitoring approach

• Creating a **reliable, data-based decision-making basis** for the Vienna Tourist Board and the Vienna visitor economy
• **Share insights** to enable a common understanding among all stakeholders
• Build a network of supporters & promote cooperation with stakeholders via data exchange and evidence-based discussions
How we work on solutions together

PRESENTATION OF RESULTS (OF RESIDENTS ATTITUDE SURVEY)
- REPRESENTANTS OF THE CITY OF VIENNA

DISCUSSION OF TOPICS IDENTIFIED
- PERIODIC PROGRESS MEETINGS WITH SELECTED GATEKEEPERS

PARTICIPATION IN RELEVANT WORKING GROUPS INITIATED BY STAKEHOLDER
RESIDENTS ATTITUDE TO TOURISM

VISITOR FEEDBACK

INTERNATIONAL BENCHMARKING
Fields of action

- Short Term Rental
- Quality of Life
- Visitor Flows
- Inner City
- River Cruise
- Buses
- Labor Market
- Taxi
- Street Vendors
- Quality of Experience
- Traffic Calmed Inner City
- Sunday Opening
- Urban Development & Planning
- Souvenir Stores

Vienna
The case of short term rental
Take Aways

- EXPAND MONITORING
- SHARE RESULTS EXTENSIVELY
- MAKE INSIGHTS A VEHICLE FOR COLLABORATION
- COLLABORATE WITH GATEKEEPER
- MAKE THE PROCESS A PRIORITY
Thank you for your attention.