

Wooden Spoon: The Countdown to Winter in Austria is on!

The new skiing season is just around the corner with over half a million Brits expected to hit the Austrian pistes this year.

Summer is in full bloom, coastal holidays within reach, so, why, you might ask, would anyone want to talk about winter right now?! The answer is simple: We are Austrians. And in Austria, it's never too early to start thinking about our favourite spare time activity: putting on our skis and hitting the slopes!

After two tough years due to the Covid-19 pandemic, Austria's ski regions have been working hard to ensure a massive comeback this year, with 413 resorts and 7.350 km (4.567 mi) of slopes awaiting to be explored, suitable for all ages and abilities, from complete beginner to pro, from solo traveller and couples to families with kids in tow.

This year's season is all about experiencing the real Austria during the colder months, on the slopes, on long walks through the snowy landscapes and of course in our countless cosy huts over some traditional Austrian food. Austrians adore winter and we can't wait to welcome you back to the country and share our love for winter with you.

Brits value Austria's snow-sure pistes and winter landscapes

Austria is traditionally one of the leading winter destinations for Brits, with roughly 53% of the annual visitors opting to travel between December and March. According to surveys, 65% of British winter holidaymakers are active skiers, while 45% come to enjoy the winter landscapes – and of course the famous Christmas markets. Tirol is the number one destination for travellers from the UK, followed by Vienna and SalzburgerLand.

More than half of the Brits heading to Austria wish to completely immerse themselves in the local culture – and what better way would there ever be than joining us on the pistes?

“Before Covid hit, 554.000 Brits visited Austria in the winter months. We hope they will re-discover their love for Austria's ski resorts in the upcoming season”, says Martina Jamnig, director of the Austrian National Tourist Office. „We are already noticing an increased interest in skiing holidays in Austria. Brits appreciate the quality and value for money of our ski resorts, the well-developed infrastructure, the snow guarantee and, of course, the Austrian ‘Gemütlichkeit’”.

As always, we are happy to assist you in planning your research trip. Please get in touch at pressuk@austria.info.

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