

Fact check:

What are the economic benefits of winter tourism?

It is a leading engine for growth in the economy, providing employment across a range of sectors.

Tourism is an important contributor to our domestic economy, creating jobs and contributing to **wealth creation and prosperity** in the region.

Approx. 50 million

skiing days a year generate

12.6 billion €

in revenue and

6.7 billion €

in added value
(direct & indirect).

6,3 %

of Austria's **GDP** comes from **tourism** (full-year statistics for 2024).

Approx. 282,000 people

work in the gastronomy, hotel and ski lift industries in winter, **around 6,9% of the working population.**



Winter tourism brings many positive economic benefits for Austria.

72,25 million

In the 2024/25 winter season, **20,55 million visitors** came to Austrian ski resorts, generating **72.25 million overnight stays.**