

Fact check:

High-quality winter tourism.

Austria's tourist regions offer something for everyone during the winter season – from small B&Bs to 5-star resorts to family hotels. Austria's small ski resorts are ideal for families, while our leading international skiing areas boast several hundred kilometres of piste.

As a high-quality destination, Austria is sure to appeal to a wide range of tastes!

2/3

2,526 lifts and 23,714 hectares of piste

await **winter sports enthusiasts in Austria**.

90 %

of holidaymakers recommend the skiing area they visit in Austria to others.

95 %

say that Austria is an **attractive winter sports destination**.

14,6 million

visitor potential among winter sports enthusiasts from Germany, Austria and Switzerland + 1.5 million children under 14 (MANOVA study 2022).

25 %

of visitors are **children and teenagers**.

2/3

of **visitors** come to Austria for the **skiing**, citing as their main reasons:

- **The quality of the pistes**
- **The size of the skiing area**
- **Reliable snow cover**

40 %

of visitors are **on holiday with their family**.

8 popular alternative activities

The quality of the winter sports regions is key to Austria's position as a top winter destination.

for non-skiers and companions:

- Winter hiking
- Wellness
- Food and drink
- Cross-country skiing
- Culture
- Sledging
- Shopping
- Snowshoe hiking