

# Quality and winter tourism



Winter sports enthusiasts in Austria have access to **2,648 lifts** and slopes covering

**23.714 ha.**

**90%** of holidaymakers recommend the ski area they visit in Austria to others.

**95%** say that Austria is an attractive winter sports destination.

Visitor potential (DACH region) acc. to MANOVA study in 2022

**14.6 million**

winter sports enthusiasts +

**1.5 million** children under 14 years

Families: **41%**



**Austria's tourism regions offer something for everyone during the winter season.**

This includes accommodation ranging from bed and breakfasts to 5-star hotels as well as ski regions covering everything from small family ski areas through to top international ski resorts with several hundred kilometres of slopes.

**2/3** of winter guests come to Austria for **skiing.**

**Top decision-making criteria** when choosing a ski resort:

**Quality of slopes, size of the ski resort and reliability of snow cover.**

**Complementary offers** for non-skiers and companions:

- Winter hiking
- Wellness offers
- Food & drink
- Cross-country skiing
- Culture
- Tobogganing
- Shopping
- Snowshoe hiking

