

Vienna Meeting Industry 2024

Executive Summary

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Annual Results 2024



In 2024, Vienna's meeting industry delivered an exceptionally strong performance, returning to the success levels of its peak years both economically and statistically – and in many areas even surpassing previous records.

Annual Results 2024

General Overview

| | ANZAHL NUMBER | TEILNEHMER:INNEN PARTICIPANTS | NÄCHTIGUNGEN OVERNIGHTS |
|---|------------------|----------------------------------|----------------------------|
| Verbandskongresse <i>Association congresses</i> | 2.193 | 400.317 | 1,484.350 |
| national | 1.412 | 139.876 | 146.189 |
| international | 781 | 260.441 | 1,338.161 |
| Firmenveranstaltungen <i>Corporate events</i> | 4.426 | 270.372 | 514.508 |
| national | 2.271 | 99.751 | 87.525 |
| international | 2.155 | 170.621 | 426.983 |
| Total Total | 6.619 | 670.689 | 1,998.858 |
| Zusätzliche Veranstaltungen lt. UNWTO Definition* <i>Additional meetings as per UNWTO definition*</i> | 2.889 | 135.847 | – |

* Die Weltorganisation für Tourismus definiert „Tagung/Meeting“ wie folgt:

The UN Tourism specifies the term “meeting” as follows:

- **Minimum 10 Teilnehmer:innen** *minimum number of 10 participants*
- **Minimum 4 Stunden bzw. ½ Tag** *a half-day (four hours) or more*
- **Bezahlung für Tagungsraum, Catering, etc.** *venues with room rental, catering cost, etc.*

siehe see also:

Measuring the Economic Importance of the Meetings Industry –

Developing a Tourism Satellite Account extension, 2006 World Tourism Organization, p. xii Table 2

Annual Results 2024 Vienna Meeting Industry



A total of **6,619 meetings** were held throughout the year, representing a 3% increase compared to 2023. These events attracted **670,689 participants** (+6%) and generated **1,998,858 overnight stays** (+26%), accounting for 11% of the city's total overnight stays. Corporate meetings and congresses contributed a nationwide **economic impact of EUR 1.32 billion** and generated **tax revenues of EUR 365 million**. The federal government benefited from EUR 213 million, regional governments from EUR 86 million, municipalities from EUR 66 million, and the City of Vienna (as both province and municipality) from EUR 45 million. The meeting industry secured **23,475 full-year jobs** across Austria in 2024 – all of these figures represent all-time highs.

Annual Results 2024

Vienna Meeting Industry in comparison

| | 2023 | 2024 | TREND 2023/2024 IN % |
|--|------------------|------------------|----------------------------|
| Anzahl der Veranstaltungen <i>Number of events</i> | 6.454 | 6.619 | +2,6 |
| nationale Kongresse <i>national congresses</i> | 1.422 | 1.412 | -0,7 |
| internationale Kongresse <i>international congresses</i> | 732 | 781 | +6,7 |
| nationale Firmenveranstaltungen <i>national corporate events</i> | 2.338 | 2.271 | -2,9 |
| internationale Firmenveranstaltungen <i>international corporate events</i> | 1.962 | 2.155 | +9,8 |
| Teilnehmer:innen <i>Participants</i> | 633.419 | 670.689 | +5,9 |
| nationale Kongresse <i>national congresses</i> | 153.161 | 139.876 | -8,7 |
| internationale Kongresse <i>international congresses</i> | 237.308 | 260.441 | +9,7 |
| nationale Firmenveranstaltungen <i>national corporate events</i> | 88.125 | 99.751 | +13,2 |
| internationale Firmenveranstaltungen <i>international corporate events</i> | 154.825 | 170.621 | +10,2 |
| Teilnehmer:innennachtungen <i>Participant overnights</i> | 1,591.239 | 1,998.858 | +25,6 |
| nationale Kongresse <i>national congresses</i> | 129.812 | 146.189 | +12,6 |
| internationale Kongresse <i>international congresses</i> | 1,071.883 | 1,338.161 | +24,8 |
| nationale Firmenveranstaltungen <i>national corporate events</i> | 96.871 | 87.525 | -9,6 |
| internationale Firmenveranstaltungen <i>international corporate events</i> | 292.673 | 426.983 | +45,9 |

Economic importance National and international congresses



With a total of **2,193 congresses** held in Vienna (+2%), including 781 international and 1,412 national congresses, as well as **4,525 congress days** (+2%), the city reached new record values within the long-term observation period. The contribution of international congresses is particularly noteworthy. Although they accounted for only 12% of all meetings, they represented 39% of all participants, 67% of overnight stays, 73% of the economic impact, and 72% of the tax revenues generated.

The average economic impact per participant overnight stay was significantly higher for international congresses. GDP generated per participant overnight stay amounted to EUR 473 for national congresses and EUR 715 for international ones. The average duration of congresses remained stable at 2.8 days for international and 1.7 days for national congresses. The average number of participants was 333 for international (+3%) and 99 for national congresses (-8%).

Medical congresses once again dominated Vienna's congress landscape in 2024, both in the national and international segments. They accounted for 43% of overnight stays generated by congresses, well ahead of other disciplines. Formal and natural sciences followed with 12%, humanities and political sciences each with 9%, and technology with 8%. As one of the United Nations headquarters, the share of congresses related to the organization was also significant, at 8%.

Economic importance National and international congresses

| Kongresse total Congresses total | 2023 | 2024 | TREND 2023/2024 IN % |
|---|-----------|-----------|----------------------------|
| Anzahl der Kongresse Number of congresses | 2.154 | 2.193 | +2 |
| Anzahl der Teilnehmer:innen Number of participants | 390.469 | 400.317 | +3 |
| Teilnehmer:innennächtigungen Participant overnights | 1,201.695 | 1,484.350 | +24 |
| Kongresstage Congress days | 4.455 | 4.525 | +2 |
| Teilnehmer:innentage Participant days | 1,201.861 | 1,254.212 | +4 |
| Beitrag zum BIP (in € Mio) Contribution to GDP | –*) | 1.026 | |
| Steuereinnahmen Wien (in € Mio) Vienna tax revenue | –*) | 35 | |
| Jahresarbeitsplätze Employment | –*) | 17.161 | |

*) keine Berechnung der Wertschöpfungseffekte 2023
no calculation of value-added effects for 2023

Economic importance National and international corporate events

Corporate events also saw dynamic growth in 2024. A total of **4,426 events** were held (+3%) with **270,372 participants** (+11%) and **514,508 overnight stays** (+32%). The international segment was particularly strong, with 2,155 events and a 10% increase, reaching a new all-time high (compared to 2,271 national events, -3%).

Corporate events contributed EUR 290 million to Austria's GDP in 2024, with total tax revenues of approximately EUR 80 million. This underscores their growing relevance within Vienna's meeting industry. GDP per participant overnight stay amounted to EUR 221 for national and EUR 633 for international corporate events.

The City of Vienna (as province and municipality) gained EUR 10 million in tax revenues from corporate meetings alone. In terms of origin, international participants mainly came from Germany (8%), followed by the US (4%) and the UK (3%).

Economic importance National and international corporate events

| Firmenveranstaltungen total <i>Corporate events total</i> | 2023 | 2024 | TREND 2023/2024 IN % |
|--|-------------|-------------|-------------------------------------|
| Anzahl der Firmenveranstaltungen <i>Number of corporate events</i> | 4.300 | 4.426 | +3 |
| Anzahl der Teilnehmer:innen <i>Number of participants</i> | 242.950 | 270.372 | +3 |
| Teilnehmer:innennachtungen <i>Participant overnights</i> | 389.544 | 514.508 | +32 |
| Meetingtage <i>Meeting days</i> | 11.539 | 12.115 | +2 |
| Teilnehmer:innentage <i>Participant days</i> | 753.944 | 859.390 | +14 |
| Beitrag zum BIP (in € Mio) <i>Contribution to GDP</i> | –*) | 290 | |
| Steuereinnahmen Wien (in € Mio) <i>Vienna tax revenue</i> | –*) | 10 | |
| Jahresarbeitsplätze <i>Employment</i> | –*) | 6.314 | |

*) keine Berechnung der Wertschöpfungseffekte 2023
no calculation of value-added effects for 2023

Vienna Meeting Industry 2024



In summary, the Vienna meeting industry in 2024 demonstrated exceptional economic relevance, global visibility, and long-term impact. Congresses and corporate events made a significant contribution to employment, drove overnight tourism, and further established Vienna as a central platform for global knowledge exchange.

MEETING DESTINATION **VIENNA**

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