Austria

Market snapshot
Visitor Profile

Annual visits (000s)*

- 2011: 283
- 2012: 277
- 2013: 276
- 2014: 281
- 2015: 295
- 2016: 305
- 2017: 311
- 2018: 327
- 2019: 342
- 2022: 388

Global ranking for inbound visits to the UK in 2022

Regional spread of travel*
(average 2018, 2019, 2022)

- Scotland: 12%
- Northern Ireland: 12%
- Wales: 7%
- Northern East: 2%
- South West: 3%
- South East: 46%
- London: 13%

Seasonal spread of travel* (2022)

- Jan-Mar: 13%
- Apr-Jun: 23%
- Jul-Sep: 30%
- Oct-Dec: 33%

Purpose of travel* (2022)

- Holiday: 47%
- Visit friends/relatives: 32%
- Business: 14%
- Misc: 8%
- Study: 0%

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image Library: assets.visitbritain.org
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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Visitors residing in Austria spent a record £114 million in London’s visitor economy in 2022.

Global ranking for inbound spend in the UK in 2022

Sources: *International Passenger Survey (IPS) by ONS.
- All spend is stated in nominal terms.
- **Apex as of August 2023.