

# 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!

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2,536 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.

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**

92 %

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**.

40 %

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

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

**8 popular alternative  
activities**

for non-skiers and companions:

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