## Listening, Funding, Showcasing: Austria's Balanced Tourism Approach





## Why Balanced Tourism matters in Austria

Tourism is one of Austria's most important industries. To remain competitive and resilient, Austria's tourism policy is guided by "Plan T" which places sustainability at its core. The brochure *Find the Right Balance* underscores that unmanaged tourism growth can lead to "unbalanced tourism" where physical, ecological, social or economic capacities are exceeded. Austria therefore seeks to strike a balance — between guest expectations, business opportunities, natural and cultural assets, and the needs of resident communities.

This balanced approach is aimed at preserving the attractiveness of destinations, maintaining social acceptance and ensuring that tourism remains a positive contributor to regional prosperity and well-being.

# What does it take to keep guests, locals and nature in balance?

Listening: Measuring Tourism Acceptance in Austria

 After a pilot, tourism acceptance among the Austrian population is now measured annually by Statistik Austria.

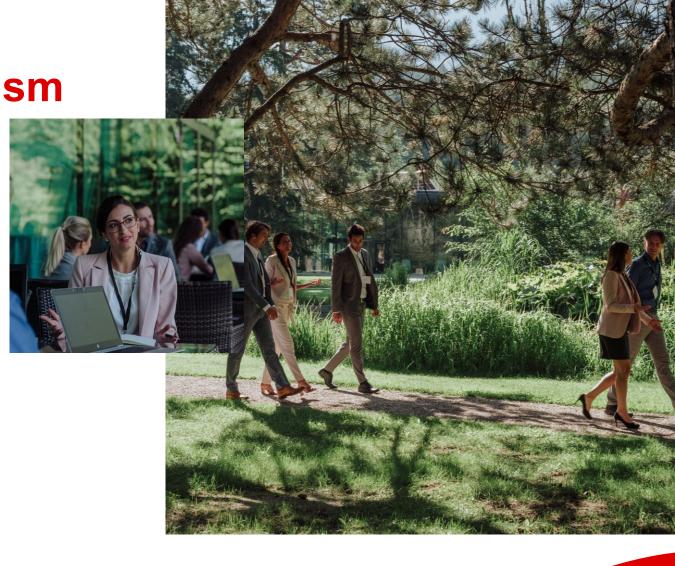
Added perception questions include:

"How do you personally rate the impact of tourism on your place of residence?"

"How do you feel about the number of tourists in your area and in Austria overall?"

#### Key Results (2024)

- Tourism acceptance balance: +38 percentage points (positive sentiment).
- 73% consider tourism very important for Austria's economy, jobs, and leisure.
- **48%** think there are the right number of tourists; only **6%** think there are too many.





#### **Funding: Balanced Tourism Call**

- Launched by the Federal Ministry of Economy, Energy and Tourism (BMWET) in March 2024.
- Open to DMOs, tourism associations, and other stakeholders.
- Grants covered up to 80% of eligible costs (EUR 10,000–50,000 per project).

#### **Selection & Focus**

- 17 out of 21 submitted projects were selected, receiving EUR 570,000 in total funding.
- Selection criteria: sustainability (social, ecological, economic), feasibility, innovation, and stakeholder involvement.
- Projects came from all over the country.

#### **Examples of Topics**

- Sustainable mobility and new transport solutions.
- Visitor flow management using mobile data and weather forecasts.
- Broad stakeholder participation processes.
- Strengthening the evidence base for sustainable tourism.

### **Showcasing: Balanced Tourism Gallery (STiAS)**

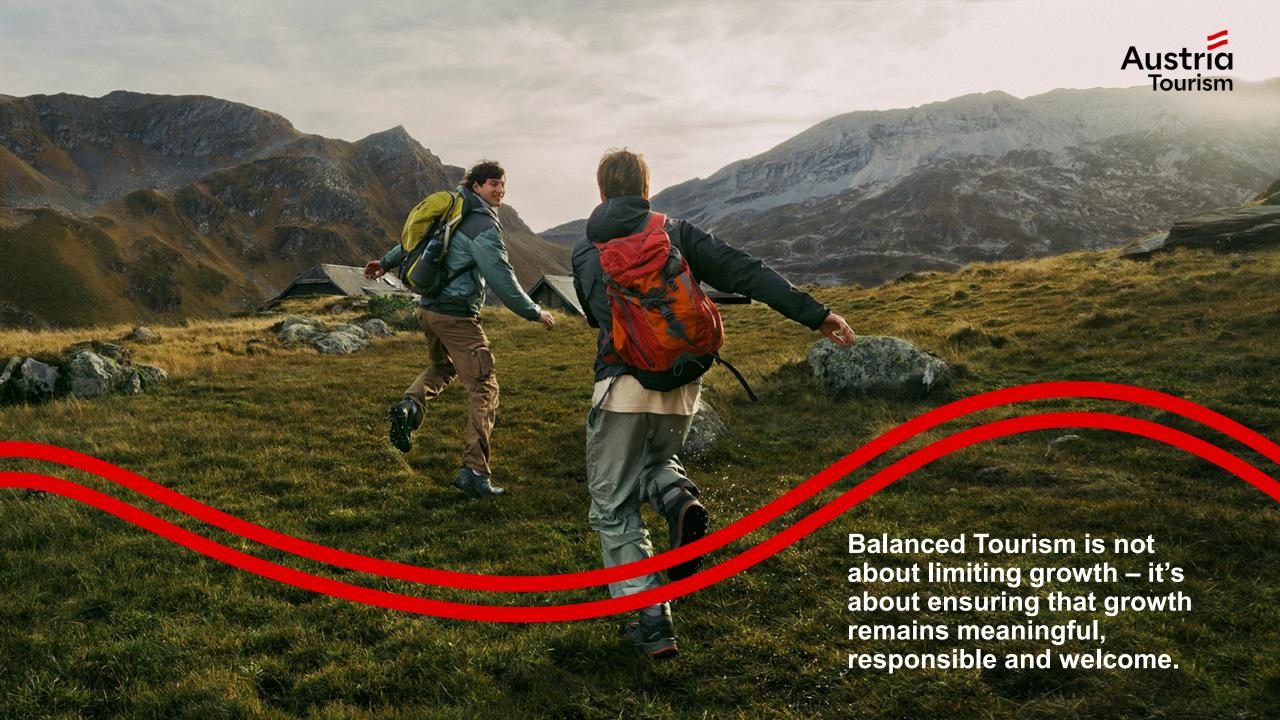
#### **Purpose and Rationale**

- The Balanced Tourism Gallery at STiAS 2025 was designed to make learning visible.
- It provides a platform for regions to share real experiences, reflect on challenges, and exchange practical insights rather than presenting polished success stories.
- The underlying idea: Balanced tourism cannot be achieved through one-size-fits-all solutions.

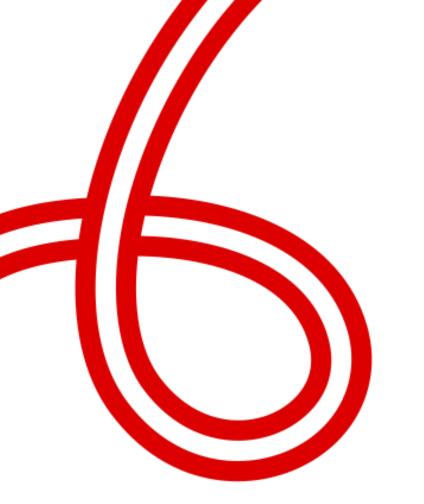
#### **Learning from Each Other**

- Destinations explore what works, what doesn't, and why, in a supportive environment.
- The goal is to accelerate collective learning and avoid repeating mistakes others have already made.
- This exchange strengthens capacity-building, innovation, and mutual understanding among Austrian destinations.









## Thank you.