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**Meeting Destination Vienna: 2025 the Most Successful Year Since Records Began**

***April 21, 2026 – Vienna confirms 2025 as its most successful year ever as an international meeting destination. With 7,196 congresses and corporate events, more than two million visitor overnights and another double-digit growth record, the city reported new highs in 2025, consolidating its position among the world's leading meeting destinations.***

In 2025, congresses and corporate events generated significantly more than two million overnight stays for the first time: 2,545,348 bednights represented an increase of 27% compared with 2024 – with participant numbers also higher, at 794,812 (up 19%). There were also new records in terms of economic impact: meetings in Vienna contributed EUR 1.7bn to Austria's GDP, secured 19,300 year-round jobs and generated EUR 348m in tax revenue nationwide, EUR 39m of which was allocated to Vienna. International congresses proved to be the main driver of growth: of the Viennese meeting industry's EUR 1.7bn contribution to GDP in 2025, almost two thirds (around 59%, or EUR 1bn) was attributable to congresses – with the lion's share (EUR 828m) coming from international formats.

| Vienna Meeting Industry Report | 2025 |
|---|---|
| Meetings | 7,196 |
| Participants | 795,000 |
| Overnights | 2,545,000 |
| Economic impact (Contribution to GDP – EUR billion) | 1,707 |
| Tax revenue (EUR million) | 348 |
| Year-round jobs | 19,300 |

VIENNA
CONVENTION BUREAU

Source: Vienna Convention Bureau
Austrian Institute of Economic Research

**Norbert Kettner, CEO Vienna Tourist Board**
*"In 2025, we further consolidated our standing as a leading international meeting destination. Record numbers of congresses, corporate meetings, overnight stays and participants induced billions in economic impact, securing thousands of jobs well beyond the hospitality sector. Thanks to a combination of its long-standing tradition of congress hosting, outstanding infrastructure and strategic positioning, Vienna has firmly established itself as an international meeting place for science, business, innovation, and diplomacy."*

**Every 8th Overnight Stay in Vienna is Linked to Congress or Corporate Meeting**
The latest meeting totals show 2,614 congresses (up 19%) and 4,582 corporate events (up 4%). Congress delegates were responsible for around 1.7 million overnight stays in Vienna, while around 838,500 were attributable to participants in corporate events. This means that every eighth overnight stay in the city is accounted for by meetings. "*In Vienna's 'Optimum Tourism' Visitor Economy Strategy, we set ourselves an ambitious goal of making sure that the meeting*

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*sector generates a steady one in ten overnight stays in Vienna over the long term. In 2025, we exceeded this goal. In light of the growth of leisure tourism, maintaining this ratio going forward in a competitive environment will be a challenging task,"* Kettner said.

**Vienna Underlines Its Top Role as Destination for Medical Congresses**
In 2025, events in the congress sector were once again dominated by the human medicine category. Behind 48% of all the overnight stays generated by congresses, this segment significantly outpaced all other categories. Formal and natural sciences accounted for 12%, followed by the humanities at 10%, while the technology sector represented 7%. As a United Nations headquarters city, a significant proportion – 7% – of the congresses hosted by the city were linked to the organization. "*Vienna is a diplomatic hub and leads the way in medical congresses."* Kettner confirmed.

**Anita Paic, Head of B2B Management and Vienna Convention Bureau**
*"A key driver of Vienna's success as a meeting destination is the close, trust-based rapport we have with our partners in the city – ranging from hotels and venues to agencies and service providers. And this mature network is precisely what allows us to host international meetings to the highest standards."*

**Meeting Visitors: Highly Likely to Recommend Destination, Strong Desire to Return**
As part of a value-added study for the Vienna Tourist Board, the Austrian Institute of Economic Research (WIFO) surveyed 819 participants from various congresses and corporate meetings. The geographical breakdown showed a highly diverse international profile: two thirds (63%) came from Europe, 15% from Asia and 9% from the USA. Some 93% of meeting participants would recommend Vienna and 90% were planning to come back to visit again. Vienna also showed its quality in terms of accommodations, with 44% of participants staying in four- or five-star hotels. Around two thirds (60%) of the 84,583 beds available – in 42,426 rooms at 450 accommodation providers – are accounted for by this category, showing precisely how well positioned the destination is to host meeting attendees. *"Investment in modernizing existing hotels and constructing new ones – particularly in the premium segment – represents a significant upgrade for the city. This surge in quality and the resulting variety serves to highlight Vienna's strength as a meeting destination; they provide yet another compelling case for hosting events here,"* Paic said.

**Vienna Meeting Fund: City Backs International Meetings**
*"To sharpen our competitive edge and attract high-caliber events, we are deploying the Vienna Meeting Fund as a strategic tool to secure international congresses and corporate get-togethers,"* Kettner added. Currently in its third iteration, this City of Vienna funding scheme, which is managed by the Vienna Tourist Board and its Convention Bureau, targets multi-day international events held in months other than May, June, September, and October, and where at least half of overnight stays are accounted for by international participants. The full funding amount of EUR 60,000 per event is only available if Green Meeting or EcoEvent certification is secured. *"More than 1,300 applications had been submitted by the end of March 2026, with over*

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*900 meetings approved for the May 2021 to December 2028 funding period. Of the EUR 12m allocated to the fund in three tranches, almost EUR 2m is still available,"* Kettner noted. Applications can be submitted via meeting.vienna.info until all the funding has been allocated.




**2026: 60 Meetings With 1,000-Plus Participants – Acquisitions Secured Through to 2031**
This year, close to 60 congresses and corporate events with more than 1,000 participants are set to take place in Vienna – of these, four are large-scale congresses that will bring in more than 10,000 visitors: the European Congress of Radiology (ECR, Mar 4-8, 22,400 participants, Austria Center Vienna – ACV), the General Assembly of the European Geosciences Union (EGU, May 3-8, 20,000 participants, ACV), the European Academy of Dermatology and Venerology (EADV, Sep 30-Oct 4, 17,000 participants, ACV) and the Congress of the European Society of Retina Specialists (Oct 1-4, 10,000 participants, VIECON – Vienna Congress and Convention Center). Other highlights include the ViennaUP start-up festival (May 18-22, 15,000 participants, multiple locations), the High End audio show (Jun 4-7, 20,000 participants, ACV; in Vienna for the first time) and Enlit Europe (Nov 10-12, 12,000 participants, VIECON). *"In 2025 alone, the Vienna Convention Bureau secured around 100 international congresses and corporate events with a total of almost 125,000 participants, which are due to take place between now and 2031,"* Paic confirmed. *"At present, there are more than 300 applications for meetings in the pipeline – stretching all the way through to 2038."*

**About the Vienna Convention Bureau**

The Vienna Convention Bureau acquires congresses and corporate meetings worldwide. Established in 1969, it is funded by the City of Vienna and the Vienna Chamber of Commerce. The Meeting Destination Vienna brand is embedded in the city's Visitor Economy Strategy and its Economic and Innovation Strategy 2030. Visit meeting.vienna.info for further information.

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PRESS RELEASE

# Europe's Biggest Song Contest Turns 70 and Takes Over Vienna

**NEW YORK — May 4, 2026 – The Eurovision Song Contest is set to take place in Vienna, returning to the Austrian capital for the third time after 1967 and 2015. With delegations now in the city preparing for the semi-finals on May 12 and 14 and the Grand Final on May 16 at the Wiener Stadthalle, Rathausplatz will serve as the main hub for fans from across Europe. Under the motto "United by Music", Vienna highlights its spirit of openness and inclusivity.**

Everyone, even those without a ticket, can enjoy the show thanks to **around 30 public screenings** across the city and numerous supporting events. In addition, **500 free tickets** will be made available to social organisations to enable people facing financial hardship to attend.

*"A Eurovision Song Contest rests on three pillars: the EBU, the national broadcaster – and a host city that delivers. Vienna delivers. In 2015, we showed what is possible: the most hospitable ESC in history – acclaimed for its atmosphere, accessibility and international appeal. We are building on that in 2026 and consistently developing the city experience further. With the Vienna Experience Bag, we are implementing the biggest fan engagement initiative of all time. And with our 'ivie' app, Welcome Desks and a curated program of experiences, Vienna will become a space for experiences extending far beyond the Stadthalle," says Norbert Kettner, ESC Coordinator for the City of Vienna and CEO of the Vienna Tourist Board.*

## The Opening Ceremony

On **May 10,** Eurovision Week in Vienna officially begins with the opening ceremony and the Turquoise Carpet, the only moment when all 35 delegations will appear together. The procession will lead from the Burgtheater to City Hall, accompanied by musical performances by the ORF Symphony Orchestra and the Woodstock Allstar Band. The finale will feature "Wasted Love" by JJ, the winner of the 2025 ESC, performed together with the Vienna RSO.

## The meeting points

The **Eurovision Village**, organized by the City of Vienna with ORF, will be a key fan hub for up to 15,000 visitors, with free daily entry from 2 pm (and a special brunch opening on May 14 at 11 am). It will screen the live shows on May 12, 14 and 16 and feature concerts, DJ sets, interactive experiences such as karaoke and photo booths, an ESC quiz, as well as 14 street food stalls offering Viennese and international cuisine.

At the PraterDOME, **the Euro-Club** is hosting six evenings of events featuring artists and delegations. Highlights include the Golden Years Party on May 15, dedicated to the festival's greatest classics, and a themed disco for children (aged 6–12) on May 16, featuring Auri, the mascot of the 2026 ESC.

Finally, the Wien Museum is hosting the **Eurofan House**, featuring exclusive interviews with this year's participants, curated by Wiwibloggs, as well as talks, presentations, activities and events organized by

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OGAE Austria, the official Austrian Eurovision fan club. The Eurofan House is open Monday to Saturday from 10:00 to 19:00, with free admission.

**An inclusive festival visible from every corner of the city**

Around **thirty public screenings** have been organized to **broadcast the contest live**; **these** can be found on a map at eurovision.wien.gv.at and on songcontest.orf.at. These include **Strandbar Hermann**, the beach bar on the Danube Canal with table tennis, a wheel of fortune and an unrivalled atmosphere; **Ottakringer**, Vienna's largest brewery, which has been selected to brew the official beer of the ESC; the magnificent auditorium of **the Volksoper**; the **MAK – Museum of Applied Arts**; the **Votiv Kino**, one of Vienna's oldest and most popular arthouse cinemas in the 9th district (Alsergrund); and even **a variety of hotels such as the 25hours Hotel and the Hotel Sans Souci,** as well as bars and clubs.

**The side events you shouldn't miss**

Throughout the week of the contest, the Danube will be transformed into a dance floor: every day, a two-hour **'Disco Cruise**' will set off from the Wien/Reichsbrücke jetty, playing historical and contemporary hits.
The **Eurofan Café** brings the Song Contest atmosphere to Vienna's coffee houses. From May 3 to 17 2026, 20 selected coffee houses will sponsor the participating countries and offer a colourful program ranging from coffee raves to brunch.

The energy of the Eurovision Song Contest will also be felt on public transport, with a special tram on line 49, **the "WL x Eurovision"**, recognisable by the "**Vienna 12-Points**" sign, where karaoke and jam sessions will take place. The U2 line will be designated as the "Song Contest Route", as it connects key locations such as City Hall (Eurovision Village), Praterstern (Euro-Club) and Karlsplatz (Eurofan House).

**Discover the city's hidden gems with ivie, the official Host City App**

The host city's official app, **ivie**—one of Europe's most successful with around two million downloads—will serve as the key guide to the Eurovision Song Contest. It helps visitors navigate fan zones, public viewing areas, and events, while also highlighting Vienna's lesser-known museums, architecture, parks, markets, and hidden spots beyond the usual tourist routes.

The ivie app offers curated themed guides, including the **ESC History Guide**, which traces iconic Eurovision locations and Austrian winning moments, the Music in Vienna Guide, featuring key concert halls, opera houses and museums such as the House of Music, and an LGBTIQ+ Guide highlighting queer culture across the city.

It also powers the **Eurovision Song Contest Challenge**, a digital scavenger hunt running from April 20 across six locations. Participants answer quiz questions to win prizes, including Eurovision fan packs and a grand prize weekend in Vienna for two at the music-themed hotel Jaz in the City.

**Exclusive prizes for fans with tickets – the biggest fan engagement campaign in the history of the ESC**

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Those who already hold ESC tickets can, with a bit of luck, enter a prize draw for one of 9,000 **welcome bags**, containing 35 vouchers, a free version of the Vienna City Card called “Discounts Only”, and exclusive Eurovision Song Contest merchandise. The remaining welcome bags, numbering around 800, will go to volunteers as a token of appreciation for their support.

The Eurovision ticket is also valid on the specified event day for use of public transport to and from the Stadthalle, once again confirming Vienna as an efficient and well-connected smart city.

**Eurovision and sustainability**

By the end of the summer, the report on the event’s sustainability – produced by ORF and the City of Vienna, including measurements of greenhouse gas emissions – will be available. According to the criteria of the Austrian Ecolabel, the main show at the Stadthalle will qualify for dual certification as a ‘Green Event’ and ‘Green Producing’. The supporting events, such as the Village on Rathausplatz, will also be classified as ‘EcoEvents’.
Further information can be found under eurovision.vienna.info and in the official ivie app.

**Note for the press**
A selection of images can be found via this link.

Instagram @Vienna | Twitter @_vienna_info_ | #ViennaNow

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May 6, 2026

**Invitation: Vienna Future Food Week by Popchop FAM (October 1-4)**

Hi Name,

I hope you are well!

I know we have been in touch about xyz after you attended IMM and met with Helena of the Vienna Tourist Board, so I wanted to share an opportunity I hope might be of interest.

The Vienna Tourist Board will be hosting a group press trip around the ***Vienna Future Food Week*** on October 1-4, 2026. This will be a "cross-market" FAM, bringing together one journalist from each of Vienna's key international markets (Canada, the UK, Germany, France, and possibly Spain) but we'll only have **one spot available for U.S. media**.

Taking place in October, the annual ***Vienna Future Food Week*** (more info to come on their website) explores the future of food by bringing together international voices, new formats, and some of Vienna's most exciting venues. Organized by Popchop, the 10-day program spans multiple locations and features talks, pop-ups, and takeovers designed for lively exchange, cultural dialogue, and bold new experiences. The event is also taking place alongside the 20th edition of Vienna Design Week (September 25-October 4), so the festival will benefit from strong creative synergies, translating ideas of design, materials and societal change into the world of food.

The media program (October 1-4) will include:

- Roundtrip economy airfare to Vienna (departure from the US will be on September 30, with arrival in Vienna on October 1)
- Hotel stay at Palais Chotek
- A curated cultural program (more info to come)

I have attached a teaser invitation with more information for your review. If you're interested, I'd be happy to share a form to fill out and the next steps. Space is extremely limited and I have shared this invite only with a handful of journalists, so please be sure to let me know at your earliest convenience.

Thank you,

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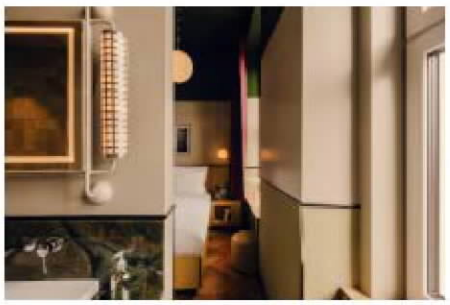
HIGHLIGHTS 2026 | PRESS | PHOTOS | FOOTAGE

# Vienna Media News, June 2026



## 25 Years of MuseumsQuartier Wien

For 25 years, MuseumsQuartier Wien (MQ) has ranked among Europe's largest cultural districts. The former imperial court stables have become the city's open-air living room. more

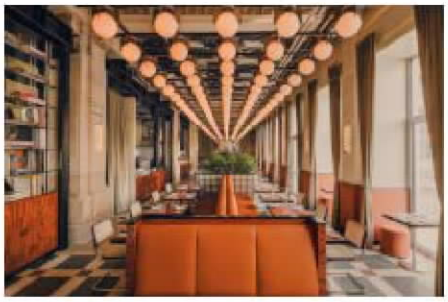


## New hotels in Vienna: historic charm and stylish design

From revitalized late-19th-century buildings and elegant city palaces to quiet villas surrounded by greenery: Vienna's newest hotels combine historic architecture with contemporary design and an urban sense of style. more

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## Culinary discoveries in Vienna

Once again, Vienna has a wealth of new restaurants, cafés and bars to discover. Exciting new projects are adding fresh energy to the city's roughly 8,000 food and beverage businesses. more



## The Weißgerberviertel Neighborhood: Between Hundertwasser and Danube water

In Vienna's third district, where Friedensreich Hundertwasser meets Art Nouveau, lies one of the city's most intriguing yet often overlooked neighborhoods: the Weißgerberviertel. more



## Trees and modern cooling technology for Vienna's urban climate

Summers in cities are becoming noticeably hotter. To address this challenge sustainably, Vienna is combining natural and technological cooling: urban trees and district cooling work in tandem to help reduce urban heat. more

## Contact

Vienna Tourist Board

Media Relations

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# AOM Annual Meeting to Bring 14,000+ Management and Organization Scholars to Vienna in 2027

07.07.2026 – For the first time, the Academy of Management's (AOM) Annual Meeting will take place in Vienna. From July 30 to August 3 2027, more than 14,000 attendees from around the world will gather at the Austria Center Vienna and Vienna University of Economics and Business for the world's largest gathering of management and organization scholars, with over 4,000 scholarly sessions and symposia on emerging trends and pressing issues in management science.

Academy of Management President Tammy Madsen commented on Vienna's selection as host city: *"The Annual Meeting - the leading global event for scholarly exchange, and the largest gathering of management and organization experts worldwide - brings together an international community of researchers committed to rigorous inquiry and the creation and exchange of knowledge. Vienna provides an important academic and cultural setting that will support scholarly engagement and foster new connections across disciplines and geographies, strengthening the development of the field."*

This marks a significant achievement for the Vienna Convention Bureau of the Vienna Tourist Board. In close partnership with the Austria Center Vienna, it successfully brought AOM's Annual Meeting to Vienna.

Norbert Kettner, CEO of the Vienna Tourist Board
*“Hosting AOM 2027 in Vienna is a powerful endorsement of the city’s international standing as a leading global meeting destination. With our visitor economy strategy, ‘Optimum Tourism’, we are pursuing the ambitious goal of generating 10 percent of overnight stays from the meetings sector as a sustained target – one we already achieved in 2025. To continually achieve this, we are actively competing for the world’s leading congresses and corporate meetings and are currently working on more than 300 bids for business events through 2038.”*

Anita Paic, Director B2B Management and Vienna Convention Bureau at the Vienna Tourist Board:
*"Winning events like the Academy of Management Annual Meeting for Vienna is a great success for the entire destination. The reliability and outstanding collaboration of all our partners are among Vienna's greatest strengths as a meetings destination. We very much look forward to welcoming the Academy of Management and its attendees to Vienna in 2027."*

About the Vienna Convention Bureau
The Vienna Convention Bureau, a division of WienTourismus, acquires congresses, corporate meetings, and incentive events worldwide. Founded in 1969, it is supported by the City of Vienna and the Vienna Chamber of Commerce. Vienna's meetings industry is a key pillar of both the city's Visitor Economy Strategy and its Economic and Innovation Strategy 2030.

About the Academy of Management
The Academy of Management (AOM) is the leading global professional association for management and organization scholars. Founded in 1936, AOM brings together more than 20,000 members across more than 120 countries, including professors, doctoral students, and practitioners dedicated to advancing research, teaching, and practice in management and organizations. Through its journals, Annual Meeting, and scholarly communities, AOM connects researchers worldwide to share knowledge and advance the impact of management science.

Photo Database: https://photo.vienna.info/Images/Meeting

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**August 20, 2026**

**Invitation: Vienna, Grand New | November 4-7**

Hi Name,

I hope you're doing well! I'm reaching out on behalf of the Vienna Tourist Board with a special invitation to join us for an intimate press trip to Vienna this November..

**Vienna, Grand New: A City Reinventing Its Legacy** will explore how the city's extraordinary heritage continues to be reinterpreted through contemporary hospitality, art, design, craftsmanship and gastronomy. Over three days, we'll experience both the traditions that make Vienna unmistakably Vienna and the people, places and ideas giving them new life today — from the city's evolving luxury and culinary scene to contemporary art, craftsmanship, neighborhoods and coffeehouse culture.

The trip will take place **November 4-7, 2026** (with U.S.-based media departing November 3 to arrive in Vienna on November 4). We'll be hosting an intentionally small group of journalists (up to 4), with accommodations at the newly opened Palais Coburg and a curated program throughout the city.

I immediately thought of you for this opportunity given your coverage of XYZ for *XYZ* and other leading outlets. I think the program could be particularly interesting for your coverage of hotels and destinations with a strong sense of place, with potential stories around how Vienna is reimagining historic properties and traditions through contemporary hospitality, fine dining, wine, art and craftsmanship, including the reopening of the historic Palais Coburg as a contemporary luxury hotel.

I'd love to know if you might be interested and available to join us. I've included additional trip details below and attached the Vienna, Grand New invitation for a little more background. Please don't hesitate to reach out with any questions!

Best,

**VIENNA, GRAND NEW: TRIP DETAILS AT A GLANCE**

**DATES**

- U.S. departure: **November 3, 2026**
- Arrival in Vienna: **November 4**
- Program: **November 4-7**
- Departure from Vienna: **November 7**

**WHAT TO EXPECT**

- Three nights at the newly reopened **Palais Coburg**, the historic palace built into Vienna's 16th-century fortification walls

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· Dinner at the two-Michelin-starred **Silvio Nickol Gourmet Restaurant**, home to a wine collection of more than 60,000 bottles
· A visit to the **Vienna Actionism Museum**, newly reopened in March 2026
· Experiences spanning Vienna's art and gallery scene, contemporary ateliers and living craftsmanship
· Exploration of the city's characterful neighborhoods, coffeehouse culture and culinary scene
· Dedicated time for independent editorial exploration/reporting
· Ability to accommodate individual editorial interests, interviews or additional site visits
· Possibility to extend the trip, subject to approval; please note that only limited additional support may be available

**WHAT'S INCLUDED**

· Roundtrip economy airfare from the journalist's home market; we are happy to discuss individual travel preferences and upgrade options where feasible.
· Three nights' accommodations at Palais Coburg
· Airport and local ground transportation
· Hosted meals
· Scheduled activities and experiences included in the official program

**EDITORIAL INSPIRATION**

Potential story angles include:

· **Vienna, Grand New:** How one of Europe's most historic capitals is finding new ways to reinterpret its cultural legacy
· **A new expression of Viennese luxury:** From intimate hospitality and fine dining to craftsmanship, art and highly personalized experiences
·**Heritage meets the avant-garde:** How Vienna's historic institutions and traditions coexist with contemporary artists, makers and cultural movements

**PLEASE NOTE**

· This invitation is for the invited journalists only; guests/plus-ones cannot be accommodated
· The final itinerary is currently being developed and is subject to change

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# Vienna Media News, September 2026



## The Art of Dining

Vienna's culture of good living encompasses not only cuisine but also exquisite tableware, much of which is crafted by traditional Viennese artisan workshops and complemented by contemporary design. more



## 20 Years of Vienna Design Week – a festival in the Hietzing neighborhood

For the 20th time, Vienna Design Week will turn Vienna into a "City Full of Design". With its festival headquarters in a Harry Glück high-rise office, it draws attention to Vienna's 13th district of Hietzing, which is located between the Schlosspark and the Vienna Woods and shaped by traces of Viennese Modernism. more

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## Viennese hotel spas and the new longevity scene

Vienna's luxury hotels have long offered exceptional spa experiences, from historic bath vaults to rooftop retreats. Now, modern longevity offerings are emerging as a new draw for health-conscious visitors. more



## Vienna runs: how to combine a visit to the city on the Danube with running

More people are running while traveling. With its historic architecture and around 50% green space, Vienna is ideal for runners, offering scenic routes, organized events, and guided sightseeing runs - from running holidays to active city breaks. more

## Contact

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# Vienna Convention Bureau Wins Top MICE Award, Elevating Status Among Event Planners

**VIENNA, AUSTRIA – October 7, 2026**: The Vienna Convention Bureau has won GOLD in the 2026 Northstar Stella Awards for **Best CVB/DMO – International and U.S. Territories**. The Northstar Stella Awards are the only comprehensive program in the meetings industry that combines public planner voting with third-party objective judging. This 10th edition included nearly 8,000 votes and a record-breaking 1,167 nominations, underscoring how big of a win this is for Vienna's meetings and events industry.

"Winning the Stella Award is a special recognition of the work of the Vienna Convention Bureau and of Vienna as a congress and meeting destination. The award shows that Vienna is perceived worldwide as a reliable, innovative, and outstanding-quality partner for international congresses, corporate events and meetings. This success is the result of the dedicated interplay of many players in Vienna's visitor economy, our partner businesses, the head of the Vienna Convention Bureau, Anita Paic, and the dedicated staff of the Vienna Tourist Board," said Norbert Kettner, CEO of the Vienna Tourist Board.

The Northstar Stella Award is the latest in a string of accolades for Vienna, which ranked 1st place at UIA and 4th place at ICCA in the 2025 global congress rankings. Vienna also recently revealed that 2025 was its most successful year ever as an international meeting destination with 7,196 congresses and corporate events, more than two million visitor overnights and double-digit growth.

## A Meetings and Events Powerhouse

Recent events like the IEEE ICRA Congress demonstrate how Vienna is charging into the future, welcoming robotics specialists. Future meetings include the Academy of Management's (AOM) Annual Meeting in 2027, convening more than 14,000 attendees from around the world. The annual meeting will feature 4,000 scholarly sessions and symposia on emerging trends and pressing issues in management science. Vienna provides a unique and innovative selection of venues, including production sites for food and beverages. It also highlights its rich culinary experiences that provide meeting planners with engaging, memorable experiences to include in their conferences. A series of hotel openings and refurbishments enable planners to tap into diverse options when organizing in Vienna, finding what works best for their attendees.

Nearly 7,200 congresses and corporate meetings in 2025 generated 2.5 million overnight stays in Vienna's hotel industry. In 2026 alone, Vienna welcomed 60 meetings with more than 1,000 attendees each, and planners are continuing to book meetings as far out as 2031.

The Vienna Convention Bureau team is excited to welcome industry partners at their booth during the upcoming IMEX convention to celebrate the Northstar Stella Award victory. Find more information on the Vienna Tourist Board's official site here.

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