



# Executive Summary ViennaUP 2024

The fourth edition of the startup festival ViennaUP took place in Vienna from 3 to 9 June 2024.

The seven days of the festival, as well as the comprehensive advertising and communication measures in the run-up to the event, were aimed at positioning Vienna as an international business location and attracting numerous international participants. The impressive results of ViennaUP 2024 confirm that these goals have indeed been achieved.

Designed as a decentralised event, ViennaUP enabled participants to experience Vienna's vibrant startup scene and form a lasting impression on life in the city. In the long term, all festival activities aim to support founding in or facilitate expansions to Vienna.

ViennaUP 2024 addressed the pressing challenges of our time. Special focus was placed on social entrepreneurship, climate protection, the potential of digital technologies for an environmentally conscious urban society, the creative industries, and business leaders.



**1**  
festival headquarters



**15.000**  
participants



**60**  
programme partners



**3**  
Viennese  
coffee houses



**70**  
main events



**17**  
side events



**+50%**  
international  
participants



**33**  
venues, spread  
over 11 districts

## Results of the ViennaUP 2024 participant survey:

- **97%** would recommend ViennaUP to others
- **74%** participated for the first time
- **89%** are enthusiastic about the decentralised format (ratings such as *I like it or wonderful*)
- **92%** rate Vienna as a good business location, 55% of participants even rate it as *excellent*

## Online communication ViennaUP 2024: (website, newsletter, and social media measures)

- Viennaup.com website:
  - Almost **13 million** views (January to June 2024) - an increase of **32%** compared to the previous year
  - More than **500,000** unique website visitors (January to June 2024)
- Newsletter:
  - **4,920** recipients per newsletter
  - **16** ViennaUP newsletters
  - **50%** open rate
  - **48%** reading rate
- Social Media posts & digital campaign:
  - **45.3 million** views (including digital campaign, organic and sponsored posts on the Vienna Business Agency channels, and posts via the employees' own channels)
  - **41 million** views from the digital advertising campaign ~ **652,500** interactions and engagements (campaign, Vienna Business Agency channels, and employee channels)
  - **606,000** clicks from the digital advertising campaign (+ **33.74%** compared to the previous year)
  - **507** social media posts (Vienna Business Agency channels plus employees' own channels)

## Acquisition of international contacts by the Vienna Business Agency:

- **985** new international contacts:
  - Of which over **60%** are startups
  - (At least) **25** parties are concretely interested in settling in Vienna

