



ViennaUP 2026

Report

Initiated by the Vienna Business Agency, ViennaUP has grown into one of Europe's leading startup festivals, showcasing Vienna's innovation ecosystem to an international audience while staying true to the city's collaborative spirit. The sixth edition, ViennaUP 2026, took place from 18–22 May, bringing together founders, investors, creatives, and innovators from around the world.



5
days



14.000
participants



90
countries
represented



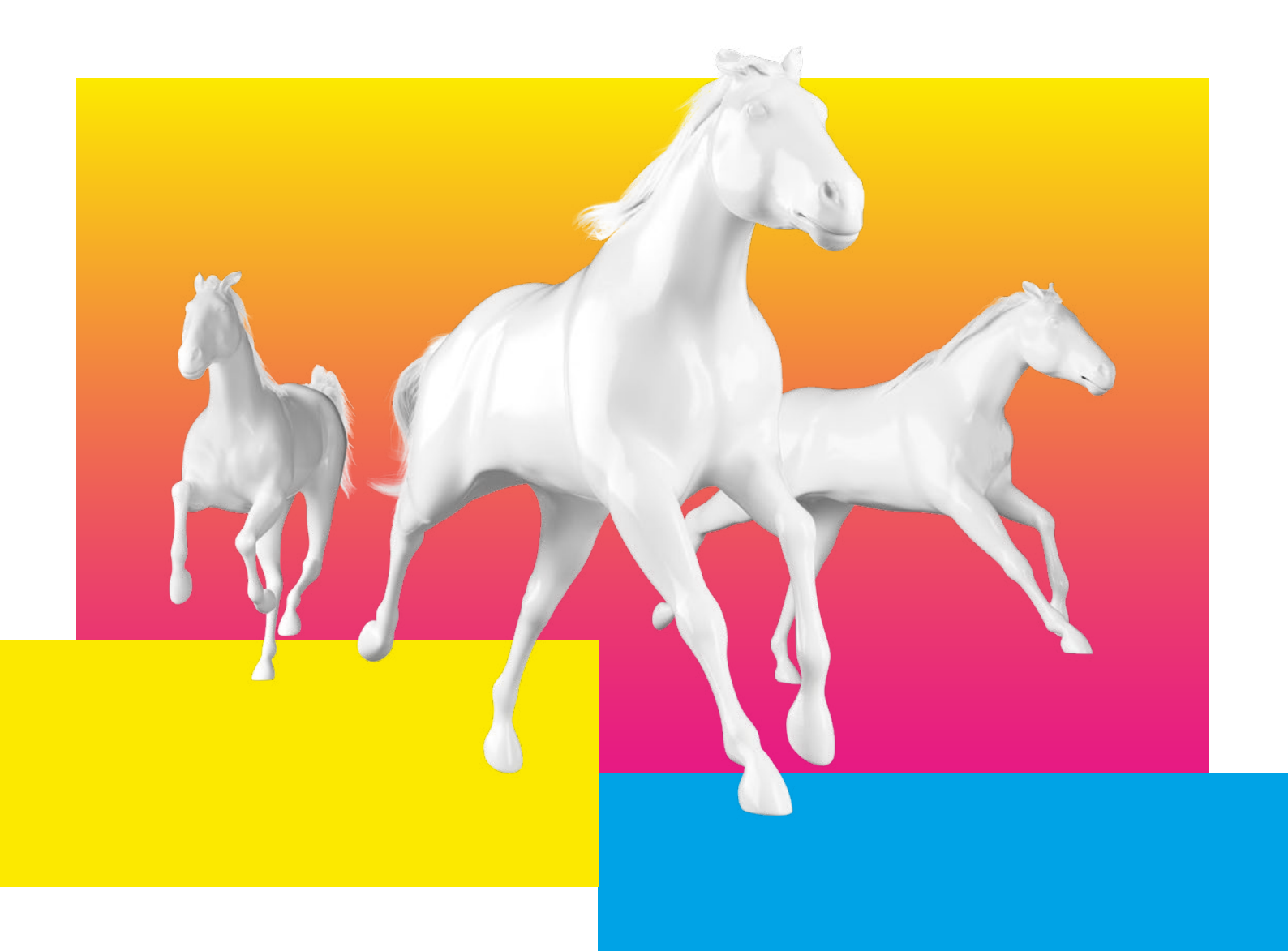
43
venues
around Vienna

Key figures

main events	40
side events	25
programme partners	34
side event partners	16

Participation

international delegations	28
personal touchpoints	2.825
of participants would recommend ViennaUP to their colleagues and friends	97,7%
coffee house sessions	46



Key digital communication results

impressions across the digital campaign and social media	56.286.974
interactions & clicks across the digital campaign and social media	1.281.939
unique website visitors	823.737
social media content pieces	600
newsletters delivered	19
newsletter subscribers	9.828
impressions from media cooperations	2 Mio.
interactions from media cooperations	73.000