12 Points go to... Eurovision Song Contest 2026 in Vienna

Good evening Europe - and beyond! After "JJ" Pietsch's victory at the Eurovision Song Contest in Switzerland, all eyes will turn to Vienna once again in May 2026. The biggest TV show in the world returns to a tried-and-tested host city for the third time, celebrating music, diversity and international event tourism right in the heart of Europe.

The 70th Eurovision Song Contest takes place from 10 to 16 May at the Wiener Stadthalle and will see participants from 35 nations compete for the trophy.

3 Eurovision live shows, a fanzone, and countless parties

It goes without saying that the highlight of the Eurovision week is the Grand Finale on 16 May, along with the two semifinals on 12 and 14 May. Austrian duo Victoria Swarovski and Michael Ostrowski will host the live shows, which will see contestants sing their hearts out on a spectacular stage featuring an LED surface in the shape of a curved leaf, along with a sweeping arc and an elaborate structure. All 90,000 tickets for the live shows and rehearsals sold out within an hour earlier this year, with tickets for the Grand Final snapped up in just 14 minutes, a new record in the contest's history.

However, there's still plenty to do and experience for fans who weren't successful in the sale: Kicking off with the official opening ceremony on 10 May, the Vienna Town Hall Square (Rathausplatz) will turn into the Eurovision Village, Austria's largest fanzone. Eurovision enthusiasts can expect daily concerts, food stalls, fan events, and live screenings of all shows. And that's just half the story: Numerous side events and parties will keep the celebrations going all around the city.

Vienna: A city of music, culture and diversity

Combining a rich cultural heritage with a vibrant modern energy and top-notch infrastructure, Vienna makes the perfect Eurovision host city. It is renowned for its musical legacy, its stunning architecture, and dynamic arts scene, as well as its excellent transport links, and warm, cosmopolitan atmosphere. Add the lively queer scene, the nightlife, the charming café-lined streets, and independent bars and restaurants, and it's easy to see why tens of thousands of artists, delegations, and fans from around the world are in for a good time.

Vienna isn't new on the event scene either: In addition to the Eurovision Song Contest in 1967 and 2015, the city has successfully hosted other major events, including the UEFA Euro 2008 and the Life Ball (1993-2019), one of the world's largest AIDS charity events with celebrity repeat guests such as Elton John, Sharon Stone or Liza Minelli. Vienna isn't new on the event scene either: In addition to the Eurovision Song Contest in 1967 and 2015, the city has successfully hosted other major events, including the UEFA Euro 2008 and the Life Ball (1993-2019), one of the world's largest AIDS charity events with celebrity repeat guests such as Elton John, Sharon Stone or Liza Minelli. Vienna is also home to one of Europe's largest Pride parades, drawing up to 500,000 participants every year. The Vienna Pride celebrates ist 30th anniversary just a few weeks after the Eurovision shows.

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Eurovision as a boost for city tourism

Back in 2015, Eurovision proofed to be a major boost for Vienna's tourism with over 20,000 additional overnight stays, 500 jobs created, and advertising value in the hundreds of millions. This generated over 38 million Euro in gross value added, benefiting not only hotels but also gastronomy, transport providers, retail, and the wider cultural sector.

Event tourism in general is a major driver of Austria's visitor economy: Around 11% of holidaymakers attend music events during their stay, and these guests tend to spend above average - approximately 218 Euro per day - while also staying longer than typical leisure visitors.

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