

VIECON – Vienna Congress & Convention Center

Factsheet



Company Profile

VIECON – Vienna Congress & Convention Center (formerly Messe Wien) is Austria's largest and most flexible venue for congresses, trade fairs and business events. Located in the heart of Vienna, the 73,000-square-meter facility offers modern infrastructure, a high degree of versatility, and capacity for up to 29,000 attendees.

Since its rebranding in 2025, the Wiener Messe und Congress GmbH has clearly positioned itself within the Wien Holding group under the brand "VIECON – Vienna Congress & Convention Center" as an international congress and event venue with a strong focus on sustainability and hospitality.

VIECON represents Vienna's modern events industry: internationally oriented, nationally rooted, sustainably designed, flexibly usable and firmly anchored in the second district.

Regarding spelling: VIECON – Vienna Congress & Convention Center (short: VIECON or VIECON Center)

Management

Martina Candillo

Events, Sales and Business Development

Katharina Weishaupt

Infrastructure, Legal, Finance and Organisation

Facts & Figures

- Site owner: Wiener Messe Besitz GmbH (also a company of Wien Holding)
- Operator: Wiener Messe und Congress GmbH
- Total usable space: 73,000 m²
- 4 multifunctional halls + integrated Congress Center
- Capacity: 1,000–29,000 participants

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Environmental and Energy Measures



VIECON implements various environmental and energy measures at its event venue:

- Certification with the Austrian Ecolabel for Green Meetings & Green Events as well as tourism businesses
- Use of 100% green electricity from hydropower in accordance with the energy supply contract
- Photovoltaic roof system on Hall A
- Conversion of lighting to LED technology
- Energy monitoring through the use of an energy management system

Economic impact

VIECON generates significant economic value for the city of Vienna:

In 2025, congresses and conferences at VIECON generated more than 350,000 overnight stays

Congress participants in Vienna spend an average of €560 per overnight stay – around one third more than the average Vienna visitor (€380).

Source: Vienna Tourism Meeting Industry Report 2025 (as of May 2026)

Every euro invested by the City of Vienna in the venue generates €15 in induced economic value across both directly affected sectors of the meeting industry and upstream industries.

Source: Economic impact study by Dr. Martina Stoff-Hochreiner (as of December 2020)

 This factsheet provides an initial overview of VIECON – Vienna Congress & Convention Center. For more detailed information, please do not hesitate to contact us.

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