

first vienna residential market report

anniversary edition

2022

BUWOG
WIRTSCHAFTSUNIVERSITÄT WIEN





The soul of the whole
dwells in the detail. — Mies van der Rohe

Dear Reader,

We are proud to present the *First Vienna Residential Market Report* in this year's anniversary edition. This is the tenth year for the most important and thorough market report documenting the federal capital of Austria. What began as an innovative idea has since turned into an essential source of information for the real-estate industry that is also extremely beneficial to homeseekers, as the report ensures transparency second to none while providing a solid basis to make a wise decision.

We have also taken this tenth edition as an opportunity to make significant improvements on the Residential Market Report. We have not only substantially upgraded the graphic design and scope of the report, but also worked on increasing the breadth and depth of the information provided. At a time of unprecedented scale and activity on the housing market, we trust that this report will give you an ideal roundup on current market developments, trends, and prospects.

The benefits of the wealth of content in the Residential Market Report are wide-ranging; our customers and business partners especially benefit from the detailed market know-how that we generate during our annual data collection and research, know-how that we apply to our own projects and services. Tens of thousands of Viennese residents looking

for a home benefit every year from a clear source of information in our report. And not least urban planners, city administration, research institutes, institutional investors, and many more have come to profit from the Residential Market Report from BUWOG and EHL as a valuable source of information.

The Vienna Residential Market Report may even be more important in 2022 than it has been in many other years.

We have seen the COVID-19 pandemic change society, the economy, and our own lifestyles and living habits; a substantial boom in construction project completions and abrupt increases in construction costs have made current analysis of market developments and evaluation of future potentials more important than ever.

We are proud of the opportunity to assist you in this tenth edition of the First Vienna Residential Market Report, once again providing you with useful information with our best wishes for a successful year on the Viennese housing market.

Yours sincerely,



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The future is green

Landscape architecture plays an essential role in many planning processes, and in developing today's solutions to important issues as to how we design our living environment.



Impressive picture in Vienna's districts

All twenty-three Viennese districts have their own distinctive character.



Introductions ...

BUWOG Group GmbH and EHL Wohnen GmbH will be showcasing a selection of their most recent real estate projects in Vienna.



Green oases in the city

Vienna has many places where you will find a park for jogging or picnicking, or a river, lake or pond, or even a forest.

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Happy living



BUWOG Group GmbH is the leading full-service company on the Austrian residential market. “Glücklich wohnen” – happy living: The year 2021 saw BUWOG celebrate its seventieth anniversary. The company has been applying all our knowhow and experience into project development and management since its inception.

BUWOG works from a solid basis rich in know-how across the complete range of development and living.

We cover the entire value chain in the housing sector in Austria in our business divisions of resource management, apartment sales, and project development using the synergy effects

of all these areas to meet the highest expectations on quality from our customers.

Buwog Group GmbH currently has some 21,500 units in Austria and around 6,750 residential units in the development pipeline focused on the capital, Vienna.

Awards in different areas, such as development and sustainability, have confirmed the company's success in its activities on the property market, serving as a visible testament to the expertise, commitment, and professionalism of our staff of 399.

We at BUWOG Group GmbH have been a wholly owned subsidiary of Bochum-based Vonovia SE, Germany's leading housing company, since January 2019.



We stand for real estate

EHL Wohnen GmbH is part of the EHL Immobilien Group and one of the leading estate agents in Greater Vienna. Apart from arranging rented, occupier-owned and investment contracts as well as brokering land and houses, the company operates in property development consulting for developers with advice on planning and marketing for their projects.

EHL Immobilien was founded in 1991, and is one of Austria's leading residential property service suppliers with around 200 employees specialising in residential, commercial, and investment properties.

Our range of services extends from estate agent services and property valuation to property and construction administration; asset, centre and portfolio management; and market research and investment consulting.

EHL has received many awards. These include the IMMY quality award from the Vienna Chamber of Commerce that the company has received ten times in a row. EHL has also received eleven Cäsar awards, and has been named Austria's greatest real-estate brand, again ten times in a row.

In 2021, EHL arranged 1,500 residential unit deals (rental, property, investment) and 41,000 square metres of office space, commanding a total transaction volume of 1.42 billion euros. The annual volume from the fast-growing property valuation segment amounts to around 15.0 billion euros. Apart from that, EHL manages properties in a variety of asset classes at a total of around 2.1 million square metres.

The company's exclusive partnership with the BNP Paribas Real Estate global service provider secures a global framework for the EHL Group with market know-how in thirty-two countries.

essay



Stephan Ferenczy, co-founder, BEHF Architects
About sustainability and the past

Photo: © BEHF Architects

What makes it worth fighting for ...

Quality. An old-fashioned word. Certainly. But we also believe this will be one of the values of the future.

If you were wondering how it might be possible to achieve sustainable high quality of living for all Viennese citizens while also saving

resources as far as possible, returning to the “old” qualities could be the way ahead. This article attempts to shed light on every facet of desirable quality, and demonstrate why it is worth fighting for from our architectural point of view.

First, let us take a look back to a time of construction without plastics, a time when we drew on local resources. The new city vision involves a return to the materials and structures used in buildings from the turn of the century in Vienna. This construction culture established itself over a timespan of two and a half centuries, still demonstrating its enduring quality to this day in how easy it is to use houses such as those at Kaiserstraße 41, where the BEHF Architects studio is located.

Wilhelminian-style buildings are excellent at storing thermal energy, so they hardly need any heating and never air conditioning. They have high rooms with large windows and natural light. The generously dimensioned floor plans follow a variable grid-like layout rather than relying on fixed walls. These buildings create an attractive street environment with ornate facades and green inner courtyards as oases of calm. Purchase prices and rents show how attractive these buildings have remained to this day.

We should use these living qualities as a guide in considering what makes for high quality of living of the future. We should take this example in futureproofing, and consider which detail qualities we would need to adopt.

Quality of materials

The materials used in a building play an essential role in the building’s character and atmospheric qualities. Natural materials such as brick, wood, natural stone, mortar, and plaster transcend all architectural fashions compared to full thermal insulation and plastic windows. We should apply this level of quality here, focusing not only on short-term construction costs but also on value throughout the building’s life cycle. Like human skin, a facade should be allowed to age with quality and an aura of beauty.

Material quality

Reflecting on our architectural heritage, we should still address the issue of how to deal with buildings that no longer meet our tastes – whether we should adapt the building or just learn to live with it. Buildings that no longer match the current aesthetic, or require subsequent retrofitting, cannot just be torn down without a second thought. In some cases, it will only be a matter of time before a building is found to be attractive and fulfilling in its purpose again. With this in mind, they might have been wise to have second thoughts on demolishing the Otto Wagner Pavilions that would otherwise have given way to the new metro station in the 1970s.

Planning quality

The challenge here is to turn planned quality into reality. Where quality counts, project completion needs to be managed the same way as initial planning with the same level of commitment, responsibility, and attention to detail. These same standards apply at every stage of the project – beginning, middle, and end.

Quality of change

We need to inspire courage and desire for change; we need to address the question of how to completely reimagine living and human habitation. I would like to quote Anna Popelka from PPAG: “Do you really want to live the same way your mothers did?” Why do we accept the previous generation’s way of living but question everything else? We have entered an age of change and openness. This dynamic also has its benefits as changing times break traditional attitudes and destroy obsolescence, forcing innovation previously held in a state of suspension. We are opening up to gender equality, altering traditional gender roles, learning to live in racial equality, and so on, but housing forms including the classical paradigm and floor plans have remained the same.

Why do we not seek and create solutions to develop the dream of a single-family home in stacked housing? This leads us straight to the next point:

Quality of innovation

This is about willingness to innovate, to create something new and diverse. Or simply to explore possibilities and options.

The new city vision involves a return to the materials and structures used in buildings from the turn of the century in Vienna.

Quality of living

Or: a better life. The architecture around you can make you happy, or it can turn life into a living hell – inside and out. Ugly, intimidating places have a major effect on the human psyche, depriving residents of a sense of security, confidence, joy, positivity, and trust. Everyone deserves a pleasant, satisfying human habitat. This is not a side issue. The living spaces that I create can generate a sense of both happiness and security. This requirement is left by the wayside all too often amidst business and practical interests.

Environmental quality

We are facing an exciting major challenge: how to preserve nature, the landscape, villages, and our environment.

The key is to allow cities to grow in density in a positive way. This is the challenge we need to meet. As architects, we are responsible for designing our world. We need to work with the highest quality to meet this high standard.



Home is where the heart is,
and no way is too long
to get there. —

Werner Bethmann

The Viennese housing market stands in stark contrast to other federal states in ownership structure:

around 76% of approx. 918,300 occupied apartments are rented; this is extraordinary. On top of that, 402,700 of these rental apartments are owned by either the City of Vienna or a non-profit building association, ensuring social housing in the capital.

The percentage of owner-occupied apartments in Austria matches that of Vienna, even if this form of housing is relatively infrequent compared to other forms. Single-family homes are very popular in Austria, but urban structure severely limits their share of the housing market in Vienna.

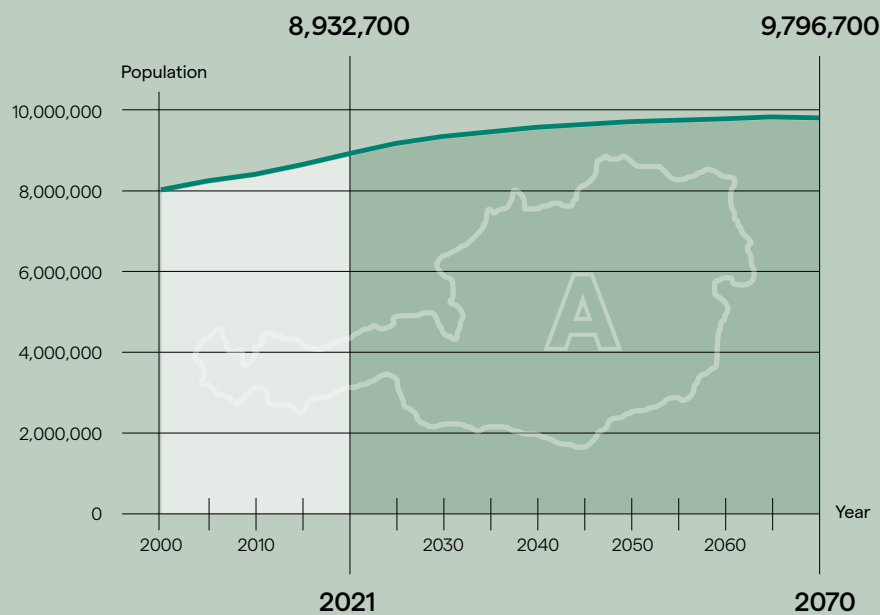
| Housing stock 2021 | Vienna | Austria |
|------------------------------------|------------------|------------------|
| | Absolute figures | Absolute figures |
| Total apartments as main residence | 918,300 | 3,988,400 |
| Owner-occupied houses | 54,180 | 1,491,000 |
| Owner-occupied apartments | 128,562 | 455,600 |
| Rented | 696,556 | 1,676,700 |
| Social housing | 208,000 | 276,800 |
| Cooperative housing | 194,700 | 667,300 |
| Other rentals | 293,856 | 732,600 |
| Other | 39,000 | 365,100 |

Source: Statistics Austria, deviations possible due to rounding differences

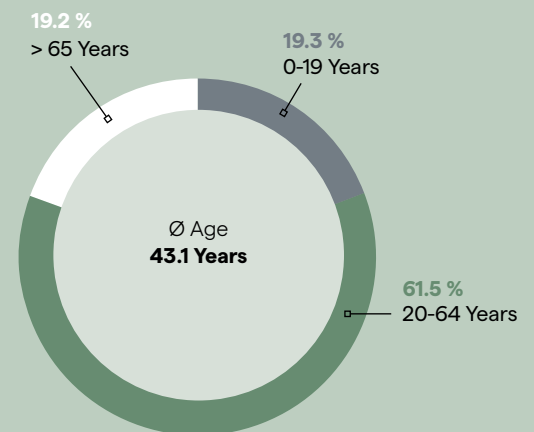
demographics of austria

Current forecasts predict more than nine million inhabitants in Austria by 2022. This development hardly comes as a surprise as Austria has a well-developed infrastructure, comprehensive social benefits, and high-quality leisure activities making it one of those countries with a demographic mix that has something for everyone.

Demographic outlook for Austria 2021 to 2070



Age profile of population as at January 1, 2021



Forecast by 2070

- This corresponds to an **increase by around 10%.**
- **29.6% of the population** will be 65 years or over.
- The number of people in Austria below the age of 20 **will decrease to 18.6%.**
- In 2090 **ten million people** will be living in Austria.

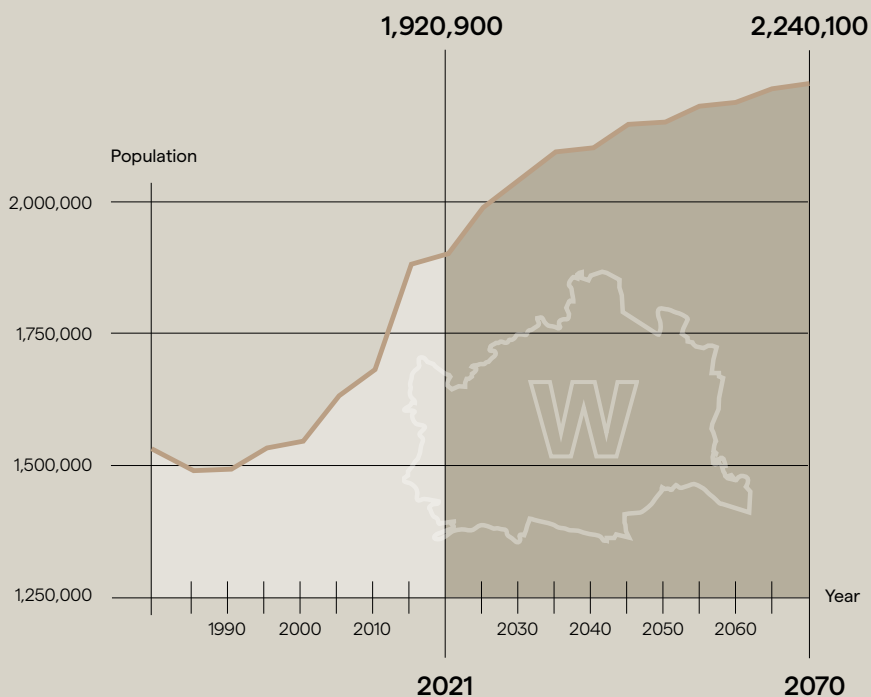
demographics of vienna

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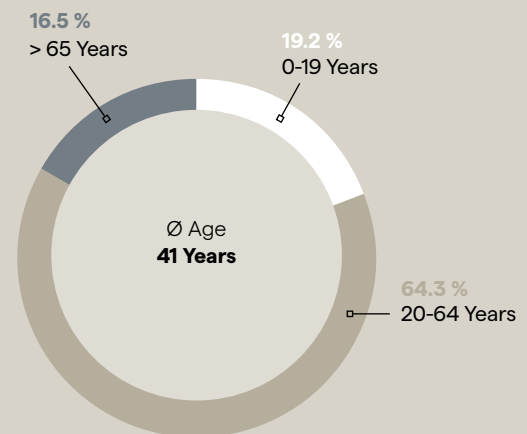
The boost in growth from recent years is over, at least for the time being; even so, Vienna has seen a continued rise in population from one year to the next. Vienna is set to pass the two million mark in 2027 according to the current population forecast, which will also impact the housing market in the long term.



Demographic outlook for Vienna 2021 to 2070



Age profile of population as at January 1, 2021



Forecast by 2070

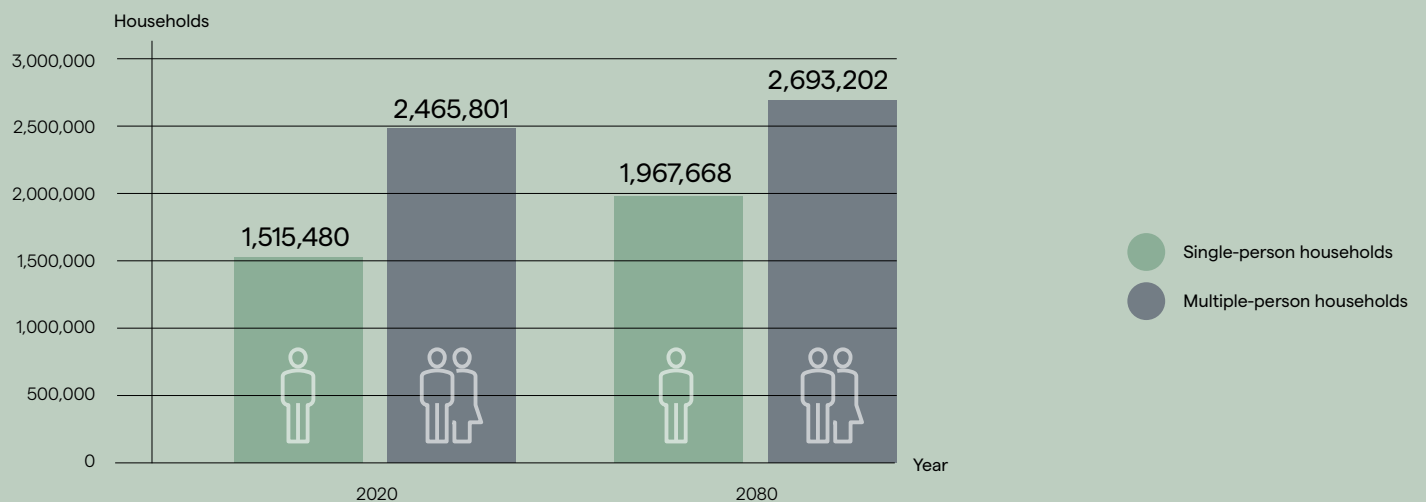
- Approx. **2,240,100 people** will be living in Vienna.
- This corresponds to an **increase by around 16.61%.**
- **23.9% of the population** will be 65 years or over.
- The number of people in Vienna below the age of 20 **will remain at 19.2%.**

households in austria

Single-family homes may be Austria's most popular form of housing, but the trend towards ever smaller households is still going strong; the average household encompassed 2.2 people in 2020. If this development continues, we will need to rethink climate-relevant issues such as ground sealing.



Private households in Austria Forecast for single and multiple-person households 2020 to 2080



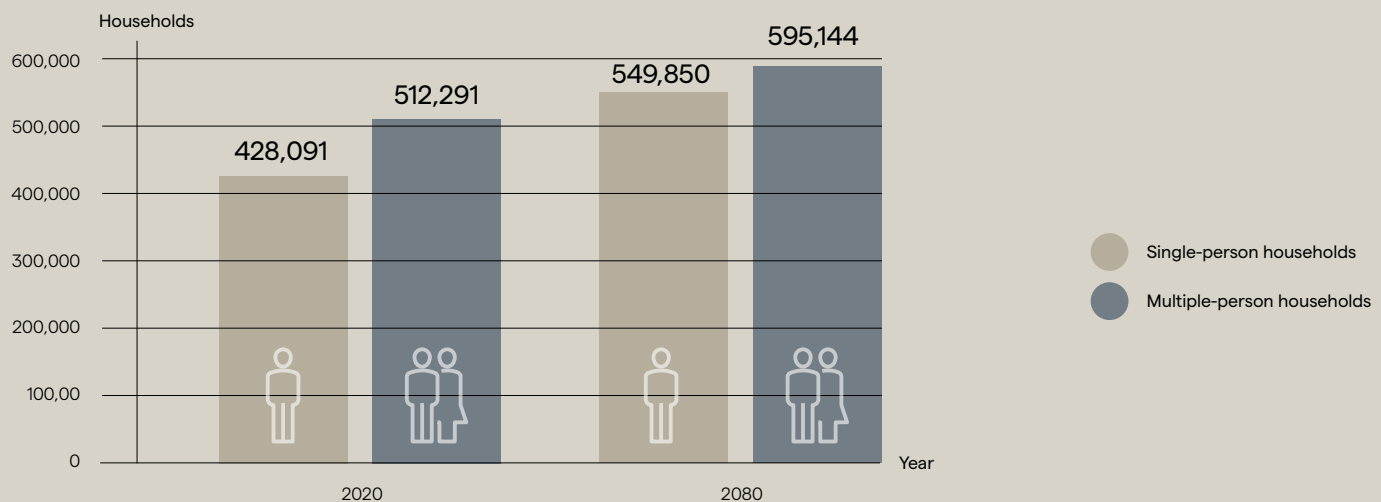
Forecast by 2080

- One-person households: **up by 29.84%**
- Multi-person households: **up by 9.22%**
- Private households: **up by around 17%**

Declining household sizes are also an issue in Vienna:

the average Viennese household only comprised 2.04 people in 2020. A corresponding supply of apartments will be necessary on the assumption that this number continues to decrease over the next few decades.

Private households in Vienna Forecast for single and multiple-person households 2020 to 2080



Forecast by 2080

- One-person households: **up by 28.44%**
- Multi-person households: **up by 16.17%**
- Private households: **up by 21.76%**
- **More than a million households** in Vienna by 2035

A photograph of a modern garden. In the foreground, there is a wooden deck made of horizontal planks. To the left of the deck is a long, low concrete planter filled with various plants, including tall green grasses, purple flowers, and red-stemmed plants. In the background, there are several large, mature trees and a modern building with a glass facade. The sky is clear and blue.

The future is GREEN

Another anniversary was due in 2021 – the Landscape Planning and Landscape Architecture programme celebrated its fortieth anniversary this year. This speciality has become an integral part of today's planning culture since Lothar Abel held his first lecture on garden architecture in 1877. Landscape architecture plays an essential role in many planning processes and procedures, and in

developing today's solutions to important issues as to how we design our living environment. The „landscape“ concept goes beyond green spaces and parklands in the stricter sense, encompassing natural reserves as well as agricultural and urban spaces. Greenery is not always available in places such as old town squares that often feature compelling material qualities.



Quality living spaces with plenty of green; Himmelstraße housing complex, 1190 Wien

The profession's concept of ecology runs through its developmental history, and has been seeing a remarkable push in recent years as the dangers of a changing world caused by unrestrained human activity have been there for all to see in the media every day. Freak weather events have become more frequent, global temperatures are rising, polar ice caps are melting, and cities such as Venice have to face rising sea levels. The urban heat island (UHI) effect describes how our cities have turned into islands of heat due to increased land sealing. We can expect temperatures such as in today's Skopje and Cairo to arrive in our latitudes in a few decades as the number of tropical nights continues to increase.

Green roofs provide valuable living space in the residential area; Wohnpark BOA residential park (OASE22), 1220 Wien

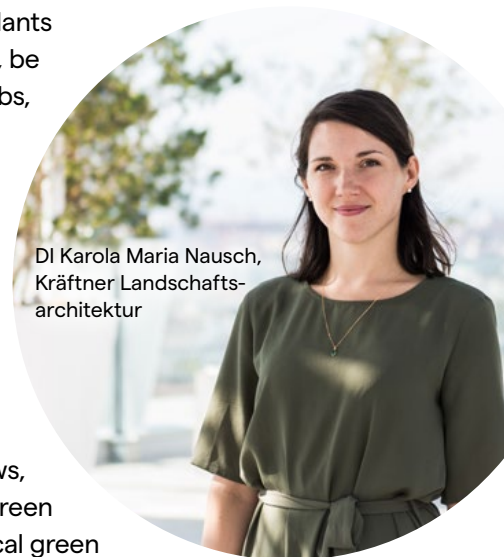


"This makes it all the more important for landscape architecture to provide solutions that will counteract these negative effects by applying intelligent, sustainable concepts and designs," says landscape architecture expert DI Karola Maria Nausch. Understanding the ecological context and knowing how to design habitats for animals – and ultimately for humans – plays a central role in contemporary planning. Plants

are crucial here, be they trees, shrubs, or flowering plants – and are amazingly resilient and still more effective

than any air conditioner. Plants in green spaces, tree rows, urban forests, green roofs, and vertical green facades cool building surfaces and open spaces while casting a pleasant shade on playgrounds in open living spaces, and noticeably and measurably reducing perceived temperatures in whole cities.

"Demand for more greenery warrants a radical rethink at design level on our part." Squares are left unsealed, trees are planned. City districts and streets are freed from private vehicles and converted into sponge cities. Trees are planted on the rooftops of houses while climbing plants grow up facades. Water basins, drinking fountains, and fogging systems are installed in public spaces as they also contribute to the cooling effect.



DI Karola Maria Nausch, Kräftner Landschaftsarchitektur



green city

These social, design and technical challenges necessitate rapid redevelopment in landscape architecture and the activities it involves: one example would be greening for buildings, which requires close cooperation between landscape architects, building services, and standard architects in managing this complex discipline. The Green Market Report by the Verband für Bauwerksbegrünung building greening association (2020, commissioned by Austria's Federal Ministry for Climate Action) has put numbers to building greening in Austria. The specialisation saw a total turnover of more than € 90 million in 2018, which could increase to € 270 million by 2030 in the best-case scenario. Every year sees around forty thousand square metres of facades greened, and around one million

square metres of new green roofs laid in Austria. Every fifth municipality has already declared roof greening mandatory.

The new ÖNORM L1136 standard on vertical outdoor greening in force since April 2021 represents a set of rules for vertical greening planning and construction, and an important milestone towards greener cities.



“Complex projects call for appropriate technologies. The development from planning tools towards BIM-based planning is every bit as monumental today as the transition from the physical drafting board to CAD was radical in the 1990s,” says DI Karola Maria Nausch. BIM – Building Information Modelling – is the construction industry’s answer to digitalisation. This digital twin represents a 1:1 model of the property together with a wealth of data and component information stored in the model, keeping the entire planning process clear and transparent. This allows vegetation properties (shade cast, water requirement, height grown, etc.) to be stored as data records consistently available to everyone involved in the project right into the maintenance phase.

“Austrian landscape architecture is currently transitioning working methods to BIM technology; there is hardly any way of avoiding it, at least in larger projects and planning.”

The Haller project by BUWOG Group GmbH saw free space created as a separate specialist BIM model at the new residential complex with 127 owner-occupied apartments; this facilitated identifying and setting communications channels with other disciplines at an early stage in the planning process.

The new downtown IKEA Wien Westbahnhof that opened at the end of August 2021 combines many of the topics covered in the above. **“As an engineering studio for landscape architecture working in concert with Green4Cities GmbH and querkraft architekten ZT GmbH, we were commissioned to develop and implement the greening work in this refreshing new building. A hundred and sixty trees in oversized plant troughs cool the building and immediate surroundings by up to two degrees.”** The publicly accessible roof area open to all, whether IKEA customers or not, has become a lively urban space providing an incomparable panoramic view of the city. This is just one example of how green architecture can lead to a greener future.



Green roofs as valuable urban open spaces;
IKEA Wien Westbahnhof, 1150 Wien

„Green and blue infrastructure is finding more impetus in residential development, not just in public spaces. Landscape architecture has been taking on a more spirited role in projects with high-quality open spaces, increasing quality of living and therefore also property values. Accessible and intensively used roof terraces, green inner courtyards, edible plants, greened facades, water features, and high-quality furnishings are more in demand than ever.“

DI Karola Maria Nausch,
Kräftner Landschaftsarchitektur

The Kräffner
Landschaftsarchitektur
team on the roof of
the new IKEA Wien
Westbahnhof
building



Sinus-Milieus® constitute a model that groups people according to their basic attitudes and lifestyles. Sinus-Milieu groups differ with regard to their consumer behaviour, lifestyle, and living environment.

Who lives

traditional milieus

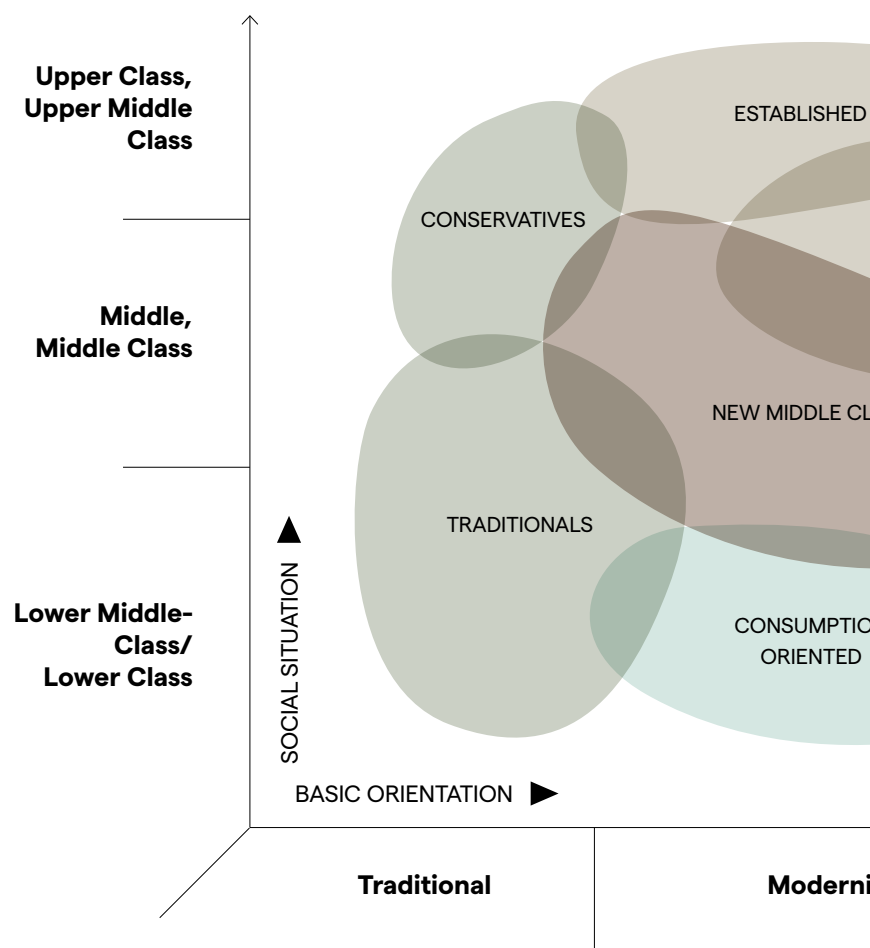
Conservatives. Trendsetters in the traditional sphere with high ethics of responsibility – strongly characterised by Christian ethics, high estimation of arts and culture, sceptical towards current social development. Home is an expression of upper or middle-class lifestyle in clear distinction from current attitudes.

Traditionals. Emphasis on security, order, and stability – rooted in the old petty-bourgeois world, in the traditional blue-collar culture, or in the rural milieu. Home tastes are based on traditional cosiness and rural aesthetics.

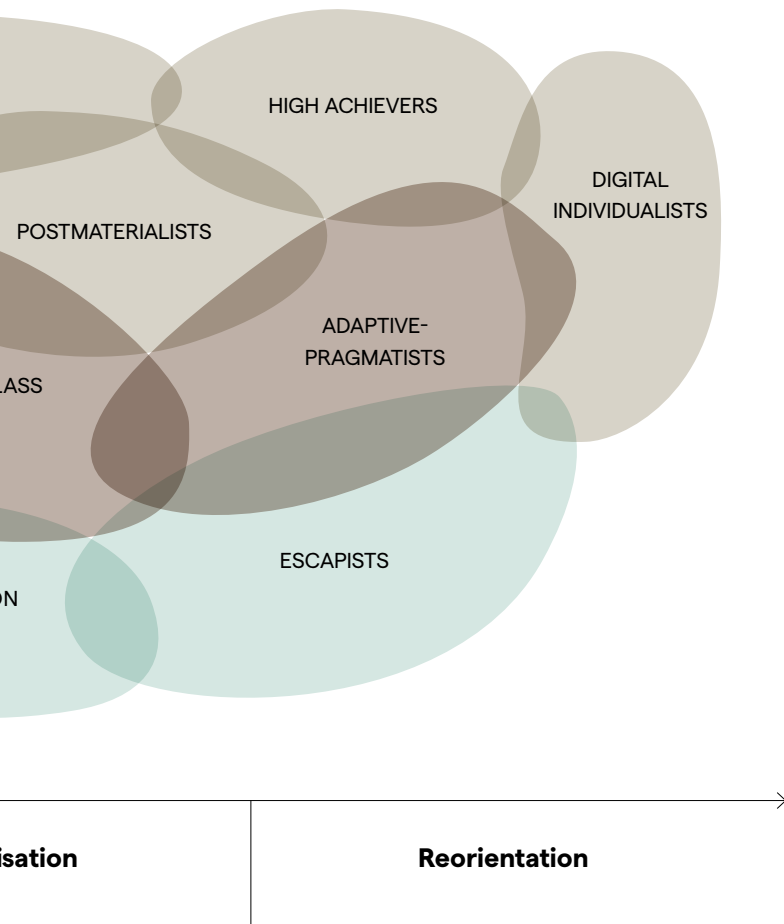
central milieus

New Middle Class. The adaptive mainstream – seeking professional and social establishment, secure and harmonic circumstances, support and orientation, peace and a slow pace. They prefer interiors with neo-rustic, conventional aesthetics.

Adaptive-Pragmatists. The young pragmatist middle stratum – pronounced life-pragmatism, strong desire for anchorage, membership, security, performance orientation, but also the wish for fun and entertainment. The prevailing lifestyle is either trendy or quiet and down-to-earth.



es how?



upper class

Established. The performance-oriented elite with a strong anchorage in tradition – strongly focused on status, exclusiveness, responsibility, and leadership. The apartments are often a stylishly harmonious combination of traditional and modern.

Postmaterialists. Open-minded social critics – intellectual, educated milieu, interested in variegated aspects of culture; cosmopolitan orientation, but critical towards globalisation; socially committed. Home styles are dominated by a sense of nature and authenticity; distinction from the mainstream plays a crucial role.

High Achievers. The flexible and globally oriented performance elite – individual performance, efficiency, and success take top priority; competent in business and IT. High achievers appreciate open, generously dimensioned interior designs that focus on presentation.

Digital Individualists. The individualistic, networking, digital avant-garde – mentally and geographically mobile, cross-linked online and offline, permanently looking for new experiences. The home is creatively designed with deliberately unconventional highlights.

the modern lower class

Consumption Oriented. The materialistic lower class striving for participation – sense of discrimination, resentments, and pronounced fears of the future; striving to stay connected with the consumption standards of the middle class. An attempt is made to present an intact and bourgeois living environment.

Escapists. The modern lower middle class, living for the excitement of the moment – seeking fun and amusement; rejection of traditional standards and conventions. The aesthetic of heavy stimuli dominates with a zest for provocation and challenging taboos.

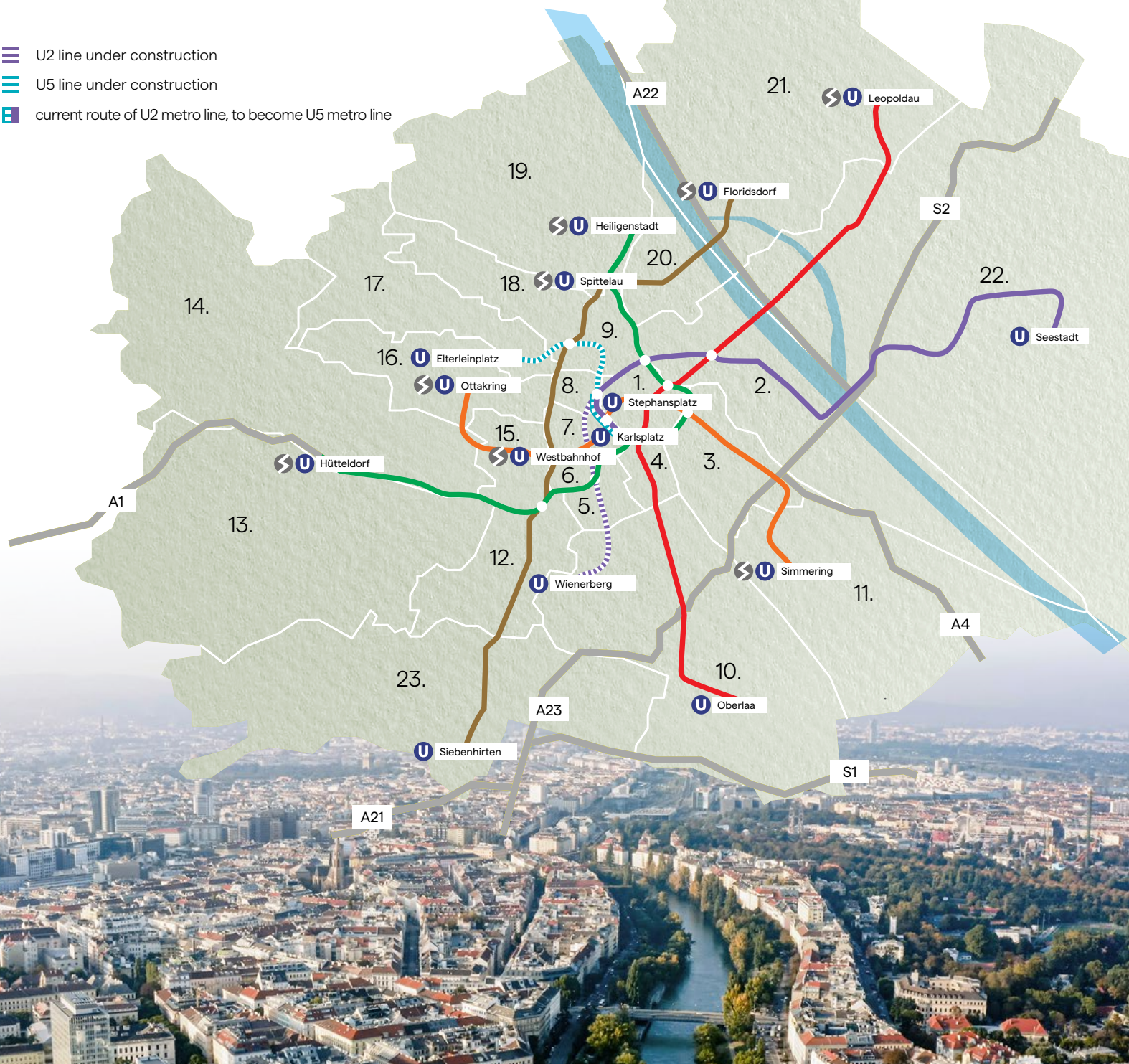
On the go in Vienna



Vienna is connected by a network of roads

totalling around 2,800 km, and a public transport network of around 1,150 km – taken together with the extensive green areas, this is simply unique.

- U2 line under construction
- U5 line under construction
- current route of U2 metro line, to become U5 metro line



The table summarises all the important facts and figures on residents, income, and sales and rental prices in each district.

Prices are quoted per square metre as agreed at the time the contract was concluded, rather than offer prices.

Sales prices are quoted as purchase prices per square metre of net living area excluding parking spaces and utilities. The following pages go into the individual districts in detail. This includes essential demographic data, statistical details, and information covering the peculiarities of the district.

Districts

| | RESIDENTS | INCOME* | SALE PRICES ON CONCLUSION | | RENTS ON CONCLUSION | |
|--------------------------|-----------|----------|---------------------------|---------|---------------------|---------|
| | | | First occupancy | Other | First occupancy | Other |
| 1010 Wien · Innere Stadt | 15,867 | € 36,560 | € 19,950 | n/a** | n/a** | n/a** |
| 1020 Wien · Leopoldstadt | 105,237 | € 24,142 | € 5,850 | € 4,300 | € 12.90 | € 10.70 |
| 1030 Wien · Landstraße | 93,248 | € 26,665 | € 5,900 | € 4,400 | € 13.00 | € 11.20 |
| 1040 Wien · Wieden | 33,075 | € 28,102 | € 6,050 | € 4,500 | € 13.70 | € 11.50 |
| 1050 Wien · Margareten | 54,373 | € 22,382 | € 5,500 | € 4,250 | € 12.30 | € 11.00 |
| 1060 Wien · Mariahilf | 31,336 | € 25,673 | € 5,950 | € 4,500 | € 13.30 | € 11.50 |
| 1070 Wien · Neubau | 31,683 | € 27,221 | € 6,300 | € 4,800 | € 13.60 | € 11.50 |
| 1080 Wien · Josefstadt | 24,365 | € 27,406 | n/a** | € 5,050 | € 13.60 | € 11.70 |
| 1090 Wien · Alsergrund | 41,812 | € 26,810 | € 6,400 | € 4,750 | € 13.50 | € 11.50 |
| 1100 Wien · Favoriten | 210,573 | € 20,811 | € 4,950 | € 3,150 | € 11.90 | € 10.00 |
| 1110 Wien · Simmering | 105,022 | € 22,178 | € 4,400 | € 3,000 | € 10.90 | € 9.80 |
| 1120 Wien · Meidling | 96,998 | € 22,018 | € 4,850 | € 3,300 | € 11.90 | € 10.50 |
| 1130 Wien · Hietzing | 53,903 | € 31,456 | € 6,400 | € 4,700 | € 13.30 | € 11.70 |
| 1140 Wien · Penzing | 93,366 | € 25,816 | € 5,250 | € 3,550 | € 12.20 | € 11.00 |
| 1150 Wien · Rudolfsheim | 76,137 | € 20,042 | € 4,800 | € 3,300 | € 11.90 | € 10.50 |
| 1160 Wien · Ottakring | 102,480 | € 21,876 | € 4,950 | € 3,300 | € 12.00 | € 10.60 |
| 1170 Wien · Hernals | 56,488 | € 23,266 | € 4,850 | € 3,400 | € 12.00 | € 10.60 |
| 1180 Wien · Währing | 51,327 | € 28,003 | € 6,400 | € 4,500 | € 13.00 | € 11.30 |
| 1190 Wien · Döbling | 73,861 | € 29,195 | € 7,100 | € 4,900 | € 13.70 | € 11.60 |
| 1200 Wien · Brigittenau | 85,264 | € 20,671 | € 4,650 | € 3,250 | € 11.70 | € 10.60 |
| 1210 Wien · Floridsdorf | 173,916 | € 24,060 | € 4,650 | € 3,250 | € 11.60 | € 10.50 |
| 1220 Wien · Donaustadt | 198,806 | € 26,272 | € 4,750 | € 3,300 | € 11.80 | € 10.50 |
| 1230 Wien · Liesing | 111,812 | € 26,900 | € 4,650 | € 3,350 | € 11.20 | € 10.40 |

*Source: Wage tax statistics for 2020, average annual net income for employees in total, in euros, valid as at December 2021

**The sample observed was too small to deliver reliable and accurate information.



Middle of downtown

Börseplatz 1 / EHL



Hofburg / Kohlmarkt



Imperial charm at the heart of the city

The First District includes Vienna's historical centre, giving residents and visitors a wealth of sights in an extraordinary atmosphere.

However, the unique sensation of living between Hofburg and St. Stephen's Cathedral, the opera house and Burgtheater comes at a price that differs greatly from neighbouring locations with different postcodes. This is also due to the housing market in the prestigious First District having little to do with development in the rest of the city; the First District is already densely built so new construction projects are somewhat rare. This puts prices more in line with downtown areas in other European megacities rather than general development on the Viennese housing market.

Six-figure square-metre prices have become the rule, with apartments available for less only occasionally cropping up in slightly less exalted parts of the district such as those outside the Beltway.

Travel restrictions due to the pandemic have kept international buyers back only temporarily, and the few construction projects involving large numbers of new apartments and penthouses are still in high demand. Prime examples include the high-quality developments at Börseplatz 1 and Börsegasse, Parkring 14, Schellinggasse, and an assortment of loft extensions, some quite spectacular. Plans to restrict car traffic in the city centre are another positive factor from the housing market perspective as shown in increased prices around Rotenturmstraße, which has been traffic-calmed for a few years now.



FACTS

Demography

| | |
|-------------------|--------|
| Residents | 15,867 |
| Main residences | 8,747 |
| Persons/household | 1.81 |
| Moved in | + 899 |
| Moved out | - 755 |
| Migration balance | 144 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

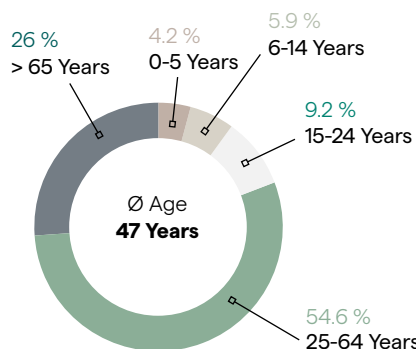
| | |
|--------------|-------|
| Vienna | 31.5% |
| Innere Stadt | 25.8% |

Average income

| | |
|--------------|----------|
| Vienna | € 23,552 |
| Innere Stadt | € 36,560 |

Average age

| | |
|--------------|------|
| Vienna | 40.6 |
| Innere Stadt | 47.0 |



Housing prices

Owner-occupied

| | |
|-----------------|-------------|
| First occupancy | € 19,950/m² |
| Other | n/a* |

Rented

| | |
|-----------------|------|
| First occupancy | n/a* |
| Other | n/a* |

Invest. Property € 8,000 to € 17,000/m²**


239 land registry transactions for apartments in 2021 saw purchase prices total around € 256 million.



Central diversity



MARINA TOWER / BUWOG



Prater Hauptallee

Between downtown and Danube

Leopoldstadt is located on an island between Donaukanal and the River Danube, alongside the First District. Previously Vienna's Jewish quarter, the district is currently undergoing a remarkable change as a residential area.

An alternative chic has been developing around the turn of the millennium while prices have lagged behind other western urban areas despite the central location. Leopoldstadt is increasingly becoming a first-class contemporary location with medium to high-priced projects in progress.

Development has strongly focused on three significant areas with the most important by far in a relatively central location in the federal capital. On the one hand, this includes the Nordbahnhof railway station: the beginnings of a new city within the city are currently in development on an immense site with generous amounts of green space and plenty of infrastructure.

The area will see projects including Bruno and Taborama completed in 2022, projects that combine the usual benefits of urban development areas on the periphery despite locations close to the city centre. The areas around the trade fair, Prater, and Vienna University of Economics and Business are also development sites. Apart from the large office buildings also located here, numerous residential projects focus on students (e.g. student apartments and short-term residential arrangements) and employees, one example being projects such as the Viertel Zwei extension. Last but by no means least, the development axis on the banks of the Danube is also worth emphasising. The MARINA TOWER project at the Donaumarina U2 station will be starting in 2022 with a whole series of high-quality projects turning the Danube riverfront into a sought-after location, as sought-after in the medium and long term as waterfront locations in many other megacities. This has caused an above-average rise in rents and purchase prices in the district compared to the rest of Vienna in recent years, a trend that is likely to continue for a time to come.

1020 vienna – leopoldstadt

27



FACTS

Demografie

| | |
|-------------------|---------|
| Residents | 105,237 |
| Main residences | 53,156 |
| Persons/household | 1.98 |
| Moved in | + 5,972 |
| Moved out | - 4,751 |
| Migration balance | 1,221 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

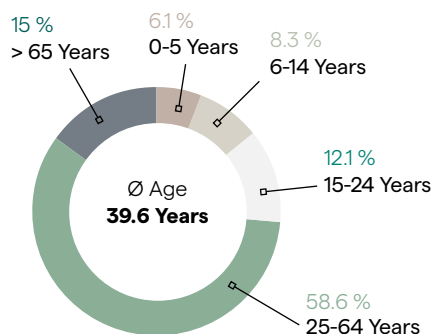
| | |
|--------------|-------|
| Vienna | 31.5% |
| Leopoldstadt | 34.9% |

Average income

| | |
|--------------|----------|
| Vienna | € 23,552 |
| Leopoldstadt | € 24,142 |

Average age

| | |
|--------------|------|
| Vienna | 40.6 |
| Leopoldstadt | 39.6 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 5,580/m² |
| Sonstige | € 4,300/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 12.90/m² |
| Sonstige | € 10.70/m² |

Invest. Property € 3,500 to € 5,200/m²

856 land registry transactions for apartments in 2021 saw purchase prices total around € 297 million.



Opposites attract



HELIO Tower / BUWOG



Gasometer

More than just an embassy district

Stylish apartment buildings from the Wilhelminian era, magnificent palaces, and an abundance of diplomatic missions: the embassy district is probably what most Viennese citizens think of in connection with Landstraße.

Then there is the exceptionally large proportion of green space for a location close to the centre, such as the botanical and Belvedere palace gardens. Even so, the district's housing market is far more diverse with extraordinarily dynamic development, especially around the district's limits. Development is mainly driven by the district's proximity to the city centre and its good transport links including the U3 metro line, S-Bahn regional railway service, motorway and airport road connection from within the city.

Remarkably, much of the new residential high-rise construction work is focused on the Third District with the three towers of the Triiiple project already completed directly on Donaukanal

and three more residential towers in The Marks, including HELIO Tower, under construction. Very high demand goes to show the attractiveness of the district amongst younger target groups. The Media Quarter Marx, Marx Halle, and not least the large twenty thousand-spectator event hall currently under construction are set to help turn these locations into new hotspots for urban life in Vienna.

The new construction projects already completed along Erdberger Lände, especially the Ensemble complex featuring eight hundred units in ten buildings, have also fetched a great deal of interest. However, development projects are somewhat thin on the ground in the embassy district between the city centre, Rennweg, and Ungargasse as mentioned above, as this part of the city is already densely built. The few high-quality development projects there are such as Heumarkt 25 and Beatrixgasse 27 are in heavy demand, attracting some of the highest prices outside the city centre.



HELIO Tower,
Döblerhofstraße 10 /
BUWOG



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 93,248 |
| Main residences | 48,826 |
| Persons/household | 1.91 |
| Moved in | + 5,456 |
| Moved out | - 4,091 |
| Migration balance | 1,365 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

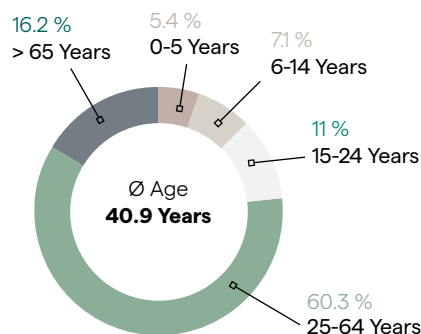
| | |
|------------|-------|
| Vienna | 31.5% |
| Landstraße | 33% |

Average income

| | |
|------------|----------|
| Vienna | € 23,552 |
| Landstraße | € 26,665 |

Average age

| | |
|------------|------|
| Vienna | 40.6 |
| Landstraße | 40.9 |



Housing prices

Owner-occupied

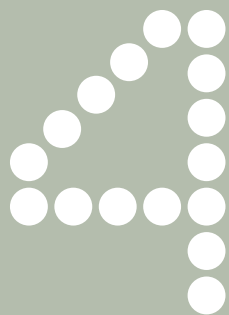
| | |
|-----------------|------------|
| First occupancy | € 5,900/m² |
| Other | € 4,400/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.00/m² |
| Other | € 11.20/m² |

Invest. Property € 3,500 to € 5,800/m²

1.206 land registry transactions for apartments in 2021 saw purchase prices total around € 472 million.



A colourful mix



Wohlebengasse 3-5 / EHL



Karlskirche

Solid middle-class flair in Wieden

The Fourth District plays a rather subordinate role on the Viennese housing market. This is not because Wieden has lost its attractiveness, but simply because hardly any additional apartments reach the market in the small district between the city centre and the Hauptbahnhof main railway station.

The district only has a few high-quality but not particularly large projects in progress, and these mainly consist of loft extensions and tenement restorations. The area around Argentinierstraße also has some potential, however, the thoroughly sound structure throughout the existing tenements places limits on the opportunities available for demolishing properties and replacing them with new buildings.

Locations bordering the city centre near Karlsplatz and Karlskirche are in especially high demand, and are therefore the most expensive. Even so, the hustle and bustle of student life dominates the area around Vienna University of Technology:

the lively Freihausviertel quarter around Schleifmühlgasse has many restaurants and attracts a target group significantly younger than other parts of the district; the urban yet tranquil location makes this area particularly attractive.

The part of the district running along the Vienna Beltway used to be less popular but is undergoing constant upgrading due to development around the Hauptbahnhof main railway station and the Sonnwendviertel quarter in neighbouring Favoriten. High-quality development projects such as Quartier Belvedere (residential) and Erste Campus with The Icon Vienna (offices) as well as several hotels have triggered a radical transition in this part of the district, a transition extending into the Fourth District. Local price levels have already seen considerable rises, however, there is still potential for revaluation until the location's image changes to follow objective improvements in infrastructure and surrounding areas.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 33,075 |
| Main residences | 17,306 |
| Persons/household | 1.91 |
| Moved in | + 2,248 |
| Moved out | - 1,755 |
| Migration balance | 493 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

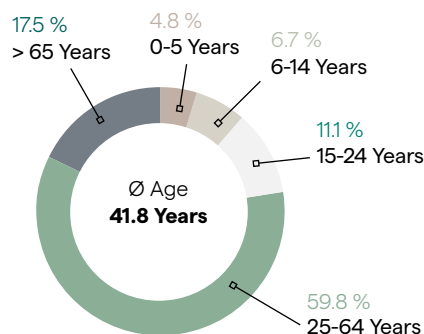
| | |
|--------|-------|
| Vienna | 31.5% |
| Wieden | 32.7% |

Average income

| | |
|--------|----------|
| Vienna | € 23,552 |
| Wieden | € 28,102 |

Average age

| | |
|--------|------|
| Vienna | 40.6 |
| Wieden | 41.8 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 6,050/m² |
| Other | € 4,500/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.70/m² |
| Other | € 11.50/m² |

Invest. Property € 3,700 to € 6,000/m²

217 land registry transactions for apartments in 2021 saw purchase prices total around € 126 million.

Vienna – the Smart City



All long-distance trains through Vienna pass through the Hauptbahnhof main railway station, making it an important transport nexus.

Distances between work, home,
and leisure activities should be as
short and easy to travel as possible.



New e-mobility options with car sharing



Vienna's metro system is considered to be one of the cleanest and most highly developed in Europe, and is undergoing further expansion in the new U5 line construction project.

A availability of local transport plays a major role in deciding on a new home. Vienna makes the decision easy for home-seekers as the city now offers a wide range of transport options in every district together with new mobility concepts currently heading towards completion.

Vienna is one of Europe's fastest growing cities and is set to pass the two million mark by the year 2027. The city authorities have worked on several strategies in order to satisfy this demographic development. The Smart City 2050 mobility concept provides a framework for the corresponding plans. The ultimate goal is to keep distances between work, home, and leisure activities as short and easy to travel as possible.

Vienna already has a remarkably good public transport system as it is – inexpensive, high-frequency, rapid, clean, and rarely overcrowded. Only the U6, 13A, 6, and 43 lines are considered especially busy. Ticket sales also reflect the efficiency and popularity of public transport – almost half of the city's citizens have an annual ticket costing € 365, which they also put to good use. Public transport is not only affordable, but also gentle on the nerves and the environment as buses, trams, and metro and S-Bahn regional railway services provide more space, keep the air clean, and generate less noise. This is one of the reasons why Vienna has been voted the greenest and most liveable city in the world several times over.

Even so, they are keeping things moving in the public transport system with further extension to the mobility concept planned, such as on the U1 and U2 lines as the most recent examples. A completely new line – the U5 line – is currently under construction. There are also new tram lines in the works, which are mainly

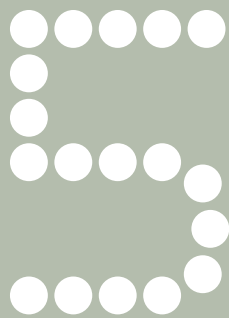
focused on young urban expansion areas. The city's mobility concept includes a well-developed cycle network alongside car sharing, city bikes, and e-scooters. Cars, bicycles, and mopeds can be picked up and returned in every district.



Continuous expansion plans exist to increase supply and leisure routes for pedestrians and cyclists. The city authorities aim to achieve a modal split figure of 80:20, that is, Viennese citizens should complete 80 percent of their travels by public transport, bike, or on foot. The aim is to decrease individual motorised transport from its current level of 28 percent to 20 percent. This may seem like an ambitious goal, but it is still achievable as people will be more willing to leave their car keys at home after discovering new aspects of the city on foot at every turn.

This wide range of options has led to transport connections as a concept evolving from an essential factor in choosing an apartment to a natural starting point – in every one of Vienna's districts.





Urban cosiness



No longer just an insider tip: Margareten is catching up

Margareten is a typical district within the Vienna Beltway mainly comprising dense development and little in the way of green spaces. Even so, Margareten has been catching up a lot, spreading a certain upbeat mood with the district's transition to a trendy part of town in full swing.

The main reason is the U2 metro extension, which is still under construction and should be completed by 2028 according to current status reports. The district will benefit from the extension with a metro junction at Pilgramgasse and other stations at Reinprechtsdorfer Straße and Matzleinsdorfer Platz. Expectations of significant upgrades to residential areas in major parts of the district have led to acceptance of increased prices, even though apartment prices in the Fifth District are still lower than in all the other central districts. Price increases significantly above average are already being achieved here from these low levels, a trend set to continue into the future.

Developers are increasingly taking advantage of this with projects of higher quality. Like in neighbouring Wieden, these projects are usually rather small in scale as the district hardly has any significant vacant space available for development. OAX Vienna is one exception with more than two hundred new apartments at Eichenstraße 1.

The greatest market dynamic can be found around Reinprechtsdorfer Straße, the district's central thoroughfare and shopping street. This has recently been reflected in significantly increased investment in apartment buildings and loft extensions. Some of the buildings have been subdivided into individual residential units for subsequent sale, but a substantial share has been withheld from the sales market and rented out instead. The area around the future Pilgramgasse metro junction is also in development, and will also benefit from its proximity to Margaretenplatz with several well-known restaurants and a variety of creative companies in a quarter that can already be described as chic and trendy.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 54,373 |
| Main residences | 29,233 |
| Persons/household | 1.86 |
| Moved in | + 3,181 |
| Moved out | - 2,589 |
| Migration balance | 592 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

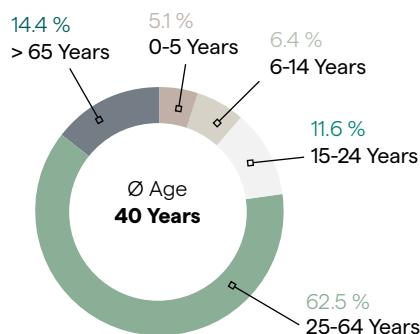
| | |
|------------|-------|
| Vienna | 31.5% |
| Margareten | 38.7% |

Average income

| | |
|------------|----------|
| Vienna | € 23,552 |
| Margareten | € 22,382 |

Average age

| | |
|------------|------|
| Vienna | 40.6 |
| Margareten | 40.0 |



Housing prices

Owner-occupied

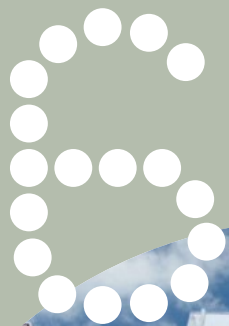
| | |
|-----------------|------------|
| First occupancy | € 5,500/m² |
| Other | € 4,250/m² |

Miete

| | |
|-----------------|------------|
| First occupancy | € 12,30/m² |
| Other | € 11,00/m² |

Invest. Property € 2,200 to € 5,000/m²

600 land registry transactions for apartments in 2021 saw purchase prices total around € 208 million.



Young and hip



Mollardgasse 18 / EHL



Mariahilfer Straße

Sought-after prime location between high street and Naschmarkt

A quick look from the recently opened restaurant on the Flakturm tower in the centre of Mariahilf will reveal an especially beautiful part of the city with excellent historical buildings and a plethora of new high-quality buildings that are also worth seeing. Elegance coupled with a hint of alternative chic, just not quite as extreme as in neighbouring Neuba&

This flair contributes to Mariahilf's high level of attractiveness as a residential district as well as its utterly unique urban infrastructure with Austria's greatest high street to the north, Mariahilfer Straße, marking the district's outer limit. Naschmarkt lies to the south, and the opera in downtown Vienna is a five-minute walk from here. Apart from that, the district is uniquely connected to the city's public transport system by four metro lines. The

reduced car traffic after redesigning Mariahilfer Straße as a place to meet and socialise has also proved beneficial to quality of living.

These benefits have led to very high market price levels especially in the central parts of the district up to Hofmühlgasse. Several high-priced new construction projects have been implemented along and around the central Gumpendorfer Straße thoroughfare, especially around the Apollo cinema; all of them have been successfully marketed. Price levels are a little lower further south around Wienzeile with its frequent small to medium-sized development projects. This part of the district is set to benefit from the upgrade project on the Pilgramgasse metro station up to the U2/U5 junction in the medium term.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 31,336 |
| Main residences | 16,936 |
| Persons/household | 1.85 |
| Moved in | + 2,078 |
| Moved out | - 1,669 |
| Migration balance | 409 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

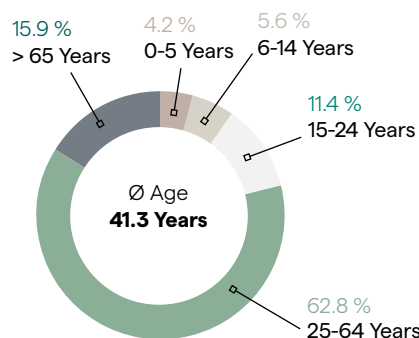
| | |
|-----------|-------|
| Vienna | 31.5% |
| Mariahilf | 30.8% |

Average income

| | |
|-----------|----------|
| Vienna | € 23,552 |
| Mariahilf | € 25,673 |

Average age

| | |
|-----------|------|
| Vienna | 40.6 |
| Mariahilf | 41.3 |



Housing prices

Owner-occupied

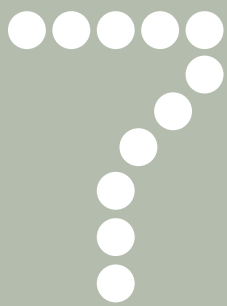
| | |
|-----------------|------------|
| First occupancy | € 5,950/m² |
| Other | € 4,500/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.30/m² |
| Other | € 11.50/m² |

Invest. Property € 3,700 to € 9,100/m²*

258 land registry transactions for apartments in 2021 saw purchase prices total around € 106 million.



Trend-Update



Museum Quarter

Lindengasse 60 /
BUWOG



Joie de vivre in alternative lifestyles

Neubau is Vienna's Notting Hill: once a somewhat average central district, the creative arts and alternative scene discovered Neubau some two decades ago; the district has since become increasingly expensive to match the incomes of its residents and is currently one of the absolute top addresses in the city, the extremely lively high-street and restaurant scene and alternative approach to life appealing not only to young target groups.

This has also created a highly specialised demand situation on the housing market with a substantial number of homeseekers targeting this district in particular, and buyers willing to pay the premium over prices usually found in other districts. This has also led to an intrinsic excess in demand as new buildings are hardly

feasible in Neuba& Major projects have been completed in recent years such as on Lindengasse, including on the former Kurier site. Only smaller properties have been built in vacant lots, and the number of loft extensions is also falling as this potential has mostly run its course.

The most expensive residential area in the district is still picturesque Spittelberg with its many Biedermeier houses and even sprinkles of the baroque. Locations around the increasingly attractive Neubaugasse – the future U2/U3 junction – are also in high demand. The once more affordable and less sought-after parts of the district between Kaiserstraße and the Vienna Beltway are catching up with a flourishing restaurant scene as reflected in the street atmosphere, especially on Kaiserstraße.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 31,683 |
| Main residences | 17,764 |
| Persons/household | 1.78 |
| Moved in | + 1,940 |
| Moved out | - 1,631 |
| Migration balance | 309 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

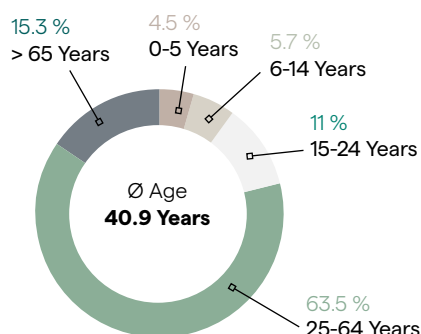
| | |
|--------|-------|
| Vienna | 31.5% |
| Neubau | 29.8% |

Average income)

| | |
|--------|----------|
| Vienna | € 23,552 |
| Neubau | € 27,221 |

Average age

| | |
|--------|------|
| Vienna | 40.6 |
| Neubau | 40.9 |



Housing prices

Owner-occupied

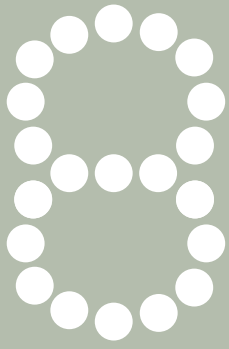
| | |
|-----------------|------------|
| First occupancy | € 6,300/m² |
| Other | € 4,800/m² |

Miete

| | |
|-----------------|------------|
| First occupancy | € 13.60/m² |
| Other | € 11.50/m² |

Invest. Property € 3,900 to € 6,800/m²

221 land registry transactions for apartments in 2021 saw purchase prices total around € 91 million.



Exclusive rarities



Tigergasse / BUWOG



Metro station
Josefstädter Straße

Idyllic setting for the upper middle-class in Vienna's smallest district

Some might call it a little sleepy. But Josefstadt can just as well be described as a relaxed and dignified district – an extraordinary quality in the centre of a European megacity, and one that is particularly valued by many people. This has made the Eighth District of Vienna especially popular amongst homeseekers looking for reminiscences from past times in an idyllic setting rather than the cut and thrust of city life.

The Eighth District is very compact, as exclusive gems should be. Josefstadt is the smallest district in Vienna by far in surface area, just over one percent of the area of Donaustadt at a little more than one square kilometre. The district only comes before the city centre in population, and the housing market is correspondingly limited. Major real estate portals as a rule only list around

half the number of properties compared to the neighbouring districts of Neubau and Alsergrund.

Eponymously named Josefstädter Straße is the busiest on the market, and represents the central thoroughfare for the district alongside Lerchenfelder Straße, which has all the charm of a “Grätzl” centre – a traditional Viennese neighbourhood – with attractions such as the Lerchenfelder Bauernmarkt farmer’s market. The Ninth District also benefits from its proximity to numerous clinics, medical practices, and other medical services as well as Vienna General Hospital located in the district. However, there is hardly any new residential property with practically no vacant space for development. Most of the potential loft extensions have already been completed, and regulations on listed buildings limit potential for additional living space.

1080 vienna – josefstadt

41



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 24,365 |
| Main residences | 13,010 |
| Persons/household | 1.87 |
| Moved in | + 2,794 |
| Moved out | - 2,678 |
| Migration balance | 116 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

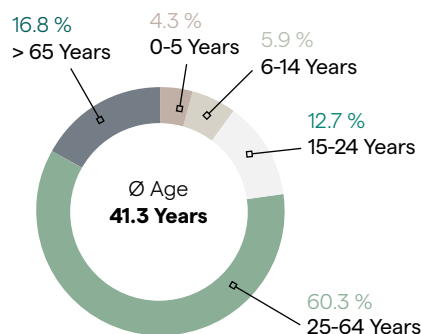
| | |
|------------|-------|
| Vienna | 31.5% |
| Josefstadt | 30.3% |

Average income

| | |
|------------|----------|
| Vienna | € 23,552 |
| Josefstadt | € 27,406 |

Average age

| | |
|------------|------|
| Vienna | 40.6 |
| Josefstadt | 41.3 |



Housing prices

Owner-occupied

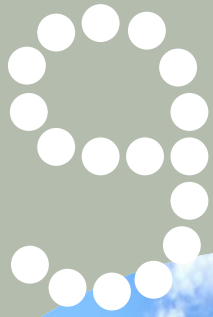
| | |
|-----------------|------------|
| First occupancy | n/a* |
| Other | € 5,050/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.60/m² |
| Other | € 11.70/m² |

Invest. Property € 4,100 to € 7,000/m²

203 land registry transactions for apartments in 2021 saw purchase prices total around € 101 million.



Diverse living environment



Roßauer Lände 29 / BUWOG



Strudlhofstiege

Holiday flair all year round on Donaukanal

Escape the hustle and bustle of the city, take a little time out before or after work: the broad cycle path, just a few metres from the water along Donaukanal, is ideal for you to enjoy a little peace and quiet, or to weave your way around skaters, joggers, people out and about on foot, and crowds of young people turning the banks of the canal into a party zone, depending on the time of day.

But the urban waterfront is only one of many features that make Alsergrund especially popular. The Ninth District is an extremely diverse residential area with classical upper-class neighbourhoods near the Vienna Beltway, a little alternative scene around the WUK Werkstätten- and Kulturhaus cultural centre, numerous new buildings at Franz-Josefs-Bahnhof railway station, and, of course, the hospitals, private clinics and health services dominating the district around Vienna General Hospital.

Unsurprisingly, the area around Franz-Josefs-Bahnhof and Althangründe are the busiest on the housing market. Development will turn this extensive area into one of the largest urban construction sites in Vienna until 2023 at the earliest with a blend of offices, hotels, open spaces, parking facilities, and several hundred apartments currently under construction. Heavy demand and corresponding price increases in the area reflect the upgrading work in this part of the district. Loft extensions such as at Fuchsthallergasse 20 add to the range of new apartments.

The U5 metro line construction project is set to provide additional impetus with three of the planned stations located in the Ninth District. Completion is currently planned for 2026. Locations around the Frankhplatz station in the university quarter and Arne-Karlssohn-Park station on Währinger Straße should especially benefit from the new section of the metro line.

1090 vienna – alsergrund

43



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 41,812 |
| Main residences | 23,141 |
| Persons/household | 1.81 |
| Moved in | + 3,298 |
| Moved out | - 2,515 |
| Migration balance | 783 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

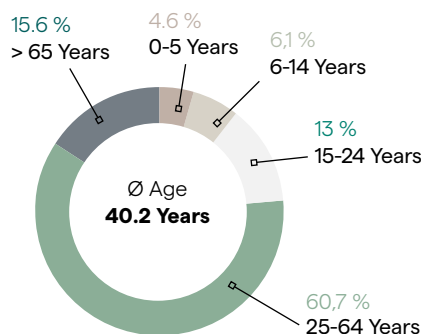
| | |
|------------|-------|
| Vienna | 30.8% |
| Alsergrund | 32.8% |

Average income

| | |
|------------|----------|
| Vienna | € 23,552 |
| Alsergrund | € 26,810 |

Average age

| | |
|------------|------|
| Vienna | 40.6 |
| Alsergrund | 40.2 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 6,400/m² |
| Other | € 4,750/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.50/m² |
| Other | € 11.50/m² |

Invest. Property € 3,800 to € 5,600/m²

267 land registry transactions for apartments in 2021 saw purchase prices total around € 133 million.

10

A bit of everything



Hauptbahnhof
main railway station



Deck Zehn / BUWOG

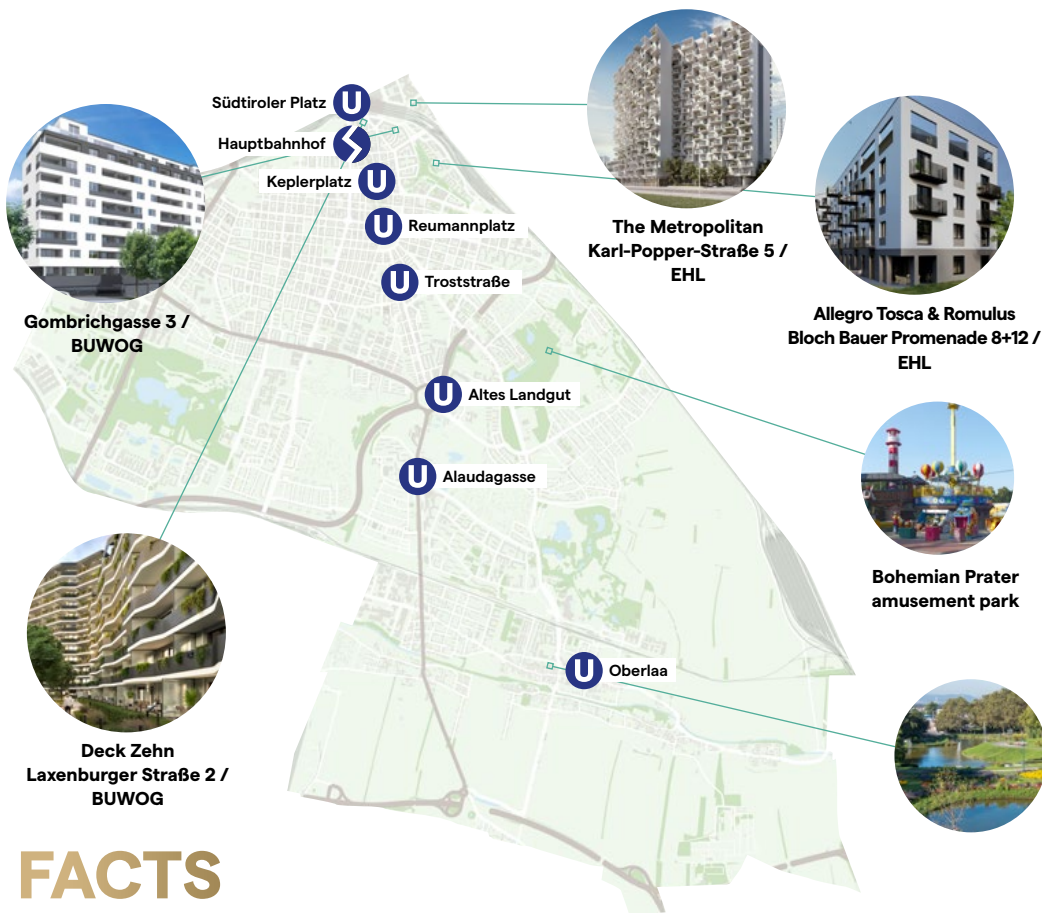
Ringing the changes in the south

A train station and a metro line: this quick formula might be enough to summarise the reasons for the remarkable transition in the housing market in Vienna's most populous district. Traditionally characterised by large council tenements and traditional Viennese "Grätzl" neighbourhoods from the Gründerzeit, the district has seen a slew of attractive urban development areas emerge; the effects extend into the surroundings, causing noticeable changes in image and a revaluation of the district reflected in housing and rental prices.

The most prominent change can be found around the Hauptbahnhof main railway station: greatly improved urban infrastructure together with numerous prestigious jobs in top office properties coupled with proximity to the city centre and ideal transport connections have contributed to the Sonnwendviertel quarter located next to the train station becoming one of the more expensive residential areas in Vienna. The district is also benefiting from

new residential development projects such as The Metropolitan at Karl-Popper-Straße 5 and Allegro Tosca & Romulus alongside Bloch-Bauer-Promenade 8–12.

Emerging urban development areas such as the adjoining Neues Landgut and Altes Landgut at the roundabout are set to develop in a similar way. More than a thousand apartments will be under construction in the two areas over the coming years, some subsidised and some freehold, in addition to five hundred more apartments in the Monte Laa project at Laaer Berg hill. The U1 metro line extension has triggered a surge in extensive development and a significant increase in price levels in Oberlaa located further south, a quarter that still looked somewhat rural until a few years ago. The attractive blend of newly emerging urbanity, abundance of green, and opportunities for recreation provide an excellent starting point for the upward trend to continue in the future.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 210,573 |
| Main residences | 98,418 |
| Persons/household | 2.14 |
| Moved in | + 9,058 |
| Moved out | - 7,658 |
| Migration balance | 1,400 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

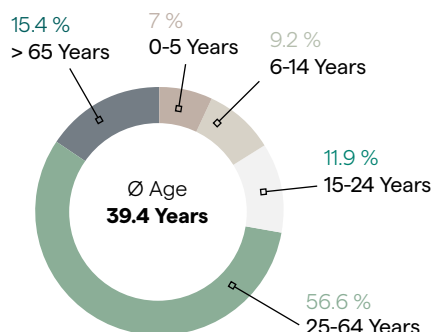
| | |
|-----------|-------|
| Vienna | 31.5% |
| Favoriten | 38.9% |

Average income

| | |
|-----------|----------|
| Vienna | € 23,552 |
| Favoriten | € 20,811 |

Average age

| | |
|-----------|------|
| Vienna | 40.6 |
| Favoriten | 39.4 |



Housing prices

Owner-occupied

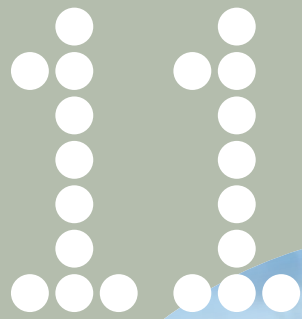
| | |
|-----------------|------------|
| First occupancy | € 4,950/m² |
| Other | € 3,150/m² |

Miete

| | |
|-----------------|------------|
| First occupancy | € 11,90/m² |
| Other | € 10,00/m² |

Invest. Property € 2,300 to € 4,000/m²

1.496 land registry transactions for apartments in 2021 saw purchase prices total around € 366 million.



Ideal connections



In the city and on the „Haide“

Plenty of green with traditional and more and more modern industrial companies in the middle of it together with remains of the alluvial forests that used to dominate here on the edges – Simmeringer Haide is the first impression most international guests to Vienna will get on their way from the airport to the city centre. Even so, the somewhat rural initial impression of the Eleventh District changes quickly with increasing proximity to downtown.

Large new housing developments as well as highly trendy residential areas on the border to the Third District, for instance those around the famous gasometers, have turned Simmering into one of the most populous districts in Vienna while still leaving room for growth thanks to extensive vacant space for development.

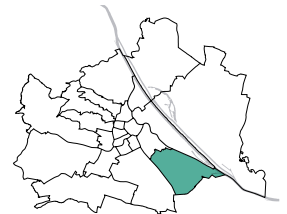
The housing market also shows good potential as average purchase prices and rents are well below average, not always

matching up to the objective quality of the location. Two major public thoroughfares contribute to such quality – the U3 metro line running along Simmeringer Hauptstraße and large parts of the district creating a perfect connection to the city centre, and the S-Bahn regional railway service towards the airport. The S-Bahn railway services from stations in the district lead to both Schwechat and downtown Wien Mitte (Landstraße) at around ten minutes' travel time each, a unique transport connection that also makes Simmering attractive as a residential area for frequent flyers.

Major urban development plays less of a role on the housing market compared to other areas such as those north of the Danube, or in Favoriten or Liesing. A large residential garden project has been completed recently with more than five hundred apartments at a central location on Geiselbergstraße. Even so, the many medium-sized new construction projects such as Hallergasse mainly ensure an attractive and diverse range of apartments.

1110 vienna – simmering

47



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 105,022 |
| Main residences | 48,379 |
| Persons/household | 2.17 |
| Moved in | + 3,239 |
| Moved out | - 3,558 |
| Migration balance | -319 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

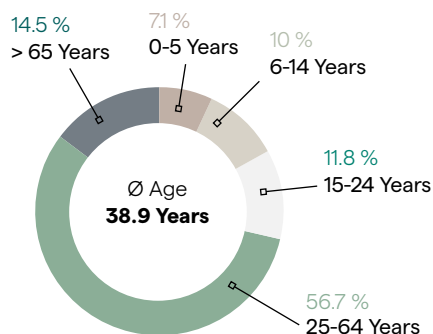
| | |
|-----------|-------|
| Vienna | 31.5% |
| Simmering | 31.5% |

Average income

| | |
|-----------|----------|
| Vienna | € 23,552 |
| Simmering | € 22,178 |

Average age

| | |
|-----------|------|
| Vienna | 40.6 |
| Simmering | 38.9 |



Housing prices

Owner-occupied

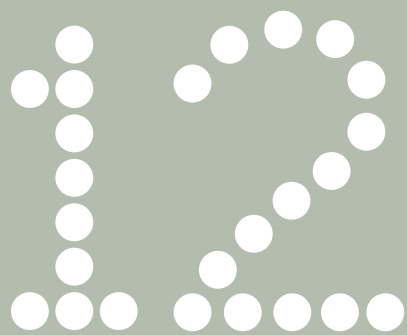
| | |
|-----------------|------------|
| First occupancy | € 4,400/m² |
| Other | € 3,000/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 10.90/m² |
| Other | € 9.80 /m² |

Invest. Property € 1,800 to € 3,400/m²

566 land registry transactions for apartments in 2021 saw purchase prices total around € 126 million.



Lively neighbour- hoods



Theodor-Körner-Park



Wildgarten BP 7 / EHL

Between urbanity and rural charm

The best way from Meidling to Meidling is on foot. Meidlinger Hauptstraße, one of the longest pedestrian zones in the city, connects the two traffic hubs at Meidling metro station and Meidling train station. An urban high street with plenty of diversity, Meidlinger Hauptstraße reflects the lively centre of an up-and-coming residential quarter.

Once a classical suburb, the Twelfth District of Vienna has seen a remarkable transition that is also slowly taking effect on the housing market. Excellent urban transport links with the two U4 and U6 metro lines as well as numerous S-Bahn regional railway lines make Meidling something of an extension to the city centre despite its location outside the Vienna Beltway. Unsurprisingly, there is a lot of construction work with increasing numbers of higher-priced projects being completed. Vacant lots are often

used for smaller new-build projects as price growth has also made the locations typified by their Wilhelminian architecture highly attractive for loft extensions.

The area around the Meidling U4 metro station is one focus of residential development activity. Several attractive projects have been completed or are in progress along the River Wien and on Arndtstraße. The location also benefits from its multifunctional centre under construction on the Komet site, which will include office space, a shopping mall, hotel, restaurant, and fitness centre. Eichenstraße near the Meidling train station mainly has subsidised housing under construction. Currently, the largest construction project is underway in the southwest of the district with around 1,100 apartments to be completed by 2023 in a natural green area at Wildgarten.

1120 vienna – meidling

49



Rechte Wienzeile 229 / BUWOG



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 96,998 |
| Main residences | 48,091 |
| Persons/household | 2.02 |
| Moved in | + 4,290 |
| Moved out | - 3,789 |
| Migration balance | 501 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

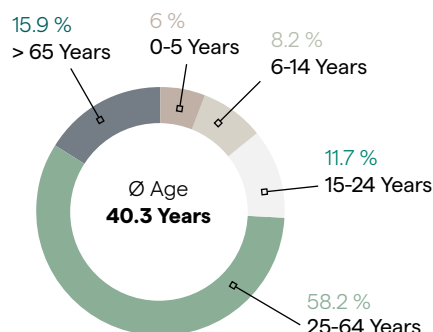
| | |
|----------|-------|
| Vienna | 31.5% |
| Meidling | 35.9% |

Average income

| | |
|----------|----------|
| Vienna | € 23,552 |
| Meidling | € 22,018 |

Average age

| | |
|----------|------|
| Vienna | 40.6 |
| Meidling | 40.3 |



Housing prices

Owner-occupied

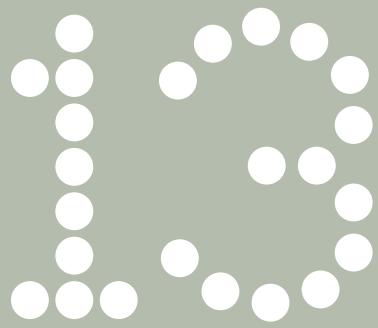
| | |
|-----------------|------------|
| First occupancy | € 4,850/m² |
| Other | € 3,300/m² |

Miete

| | |
|-----------------|------------|
| First occupancy | € 11.90/m² |
| Other | € 10.50/m² |

Invest. Property € 2,500 to € 4,100/m²

829 land registry transactions for apartments in 2021 saw purchase prices total around € 221 million.



Dignified atmosphere



Schloss Schönbrunn
palace



Schweizertalstraße 39 / EHL

Viennese elegance in the green southwest

So much space, so much green: the difference between Hietzing and the other districts is immediately visible. Most of the streets are lined with front gardens, not house fronts; enclosed construction designs are the exception rather than the rule here.

The spacious impression is not deceptive – nowhere else in Vienna do so few people have so much space to live in. Hietzing comes in at third place in terms of area behind Donaustadt and Floridsdorf above the Danube, but fifteenth in terms of population at just under fifty-four thousand. This gives the district plenty of space for greenery that is not limited to the Lainzer Tiergarten wildlife preserve in Hietzing. The district is exceptionally attractive due to its smaller natural refuges such as Roter Berg and Hörndlwald, and, of course, Schönbrunn palace gardens, a World Heritage Site.

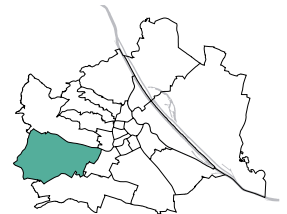
The number of apartments cannot keep pace with demand in Hietzing as restrictions on vacant space for development only allow

limited opportunity for new construction projects. The Preyergasse urban development site is the largest project by comparison; it is currently heading towards completion with a little more than a hundred new apartments. Otherwise, development mainly focuses on small vacant lots between buildings with very high-quality properties as well as expansions to existing properties, and is somewhat busier around the core area of Althietzing compared to the rest of the district. Schweizertalstraße 16 and 39, Amalienstraße 57, and Hietzinger Hauptstraße 41 are examples of this.

In the medium term, additional impetus will come from the redesign project on the thoroughfare running from the north to the southeast through the Thirteenth District between Hütteldorf and Meidling. Connections within the district will significantly benefit from additional stations at Hietzinger Hauptstraße and Stranzenberggasse planned in the expansion drive, making the district even more attractive.

1130 vienna – hietzing

51



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 53,903 |
| Main residences | 27,131 |
| Persons/household | 1.99 |
| Moved in | + 1,599 |
| Moved out | - 1,702 |
| Migration balance | - 103 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

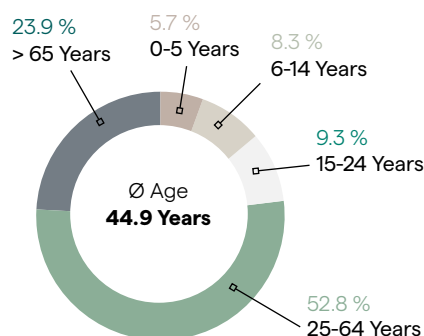
| | |
|----------|-------|
| Vienna | 31.5% |
| Hietzing | 21.3% |

Average income

| | |
|----------|----------|
| Vienna | € 23,552 |
| Hietzing | € 31,456 |

Average age

| | |
|----------|------|
| Vienna | 40.6 |
| Hietzing | 44.9 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 6,400/m² |
| Other | € 4,700/m² |

Miete

| | |
|-----------------|------------|
| First occupancy | € 13.30/m² |
| Other | € 11.70/m² |

Invest. Property € 3,500 to € 5,500/m²

436 land registry transactions for apartments in 2021 saw purchase prices total around € 170 million.



Green oases in the city

Vienna has many places where you will find a park for jogging or picnicking, or a river, lake or pond, or even a forest.



Nature reserves such as Lobau with its breathtaking landscapes bring calm to the hectic of everyday city life.

At more than fifty percent, Vienna already has a huge proportion of green space. The city government is committed to expanding this large amount of green space, and making it available for people to use.

Birdsong, leaves rustling in the wind, reflections dancing on the water, a deer hopping across the clearing ... this may sound like an idyllic rural setting, but you will find it all right here in Vienna. Vienna is held to be the greenest city in the world. The reason becomes immediately apparent in the many public leisure areas.

The Viennese need not travel far to get to the countryside. It takes around twenty minutes on public transport to reach the classics amongst the local leisure areas on the Old and New Danube and Donauinsel from downtown Vienna. At forty-two kilometres of waterfront and nature reserve, there is plenty of space for the whole population to take a breather – to cool off in the summer or go ice skating on the frozen water in the winter. There are also chic restaurants, barbecue areas, and plenty of places to indulge in sport. There is a beautiful

forest to stroll and relax in just around seven kilometres from the city centre. Thanks to effective public transport to the outskirts in the west of the city (e.g. from the Neuwaldegg and Nussdorf metro stations), the Vienna Woods come within easy reach. The beech and oak forests offer an excellent opportunity for an excursion at any time of year, with the Leopoldberg and Kahlenberg hills providing more unrestricted views of the surroundings. Tip: a traditional Viennese tavern gives you a perfect place to round off the day. The Vienna Woods include Lainzer Tiergarten wildlife preserve in Hietzing with wild boar, stag, and deer living in the wild on two and a half thousand hectares.

The Wasserwald, or water forest, provides a great opportunity to combine forest and water – this is even the origin of the name, Loba& The area around the Donau-Auen National Park to the east of the city is one of Europe's last alluvial forests, some even call it the jungle of Vienna. Those living on the other side of town might choose to visit the Steinhofgründe in Penzing instead – a natural leisure area with easy hiking trails and natural ponds. There are also somewhat smaller natural oases closer to the city centre. The Wienerberg nature reserve in the middle of Favoriten is ideal for a relaxed stroll amongst the reeds lining the banks of the ponds.

Relaxation also means exercise, and the Prater provides a perfect location – not the “Würstelprater” amusement park, but the adjoining parkland with six million square metres of space for jogging laps on the running trails, or yoga courses on the meadow. Even so, being in the countryside means more than just relaxation and exercise. Leisure areas play a major role in urban climate and quality of living. At more than fifty percent, Vienna already has a large proportion of green space. The city government is committed to keeping this large



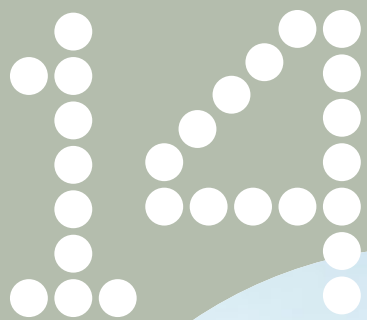
amount of green space, expanding it, and making it available for people to use.

This means that escaping the city is not really necessary for those familiar with Vienna. There are, of course, “secret” spots to discover; if we leaked their locations here, they would no longer be so secret. However, there is much to be gleaned from a chat with the waiter in your new favourite bar around the corner or stallholder at the weekly market.

Vienna is one of the greenest cities in Europe with plenty of parks and green spaces.



One such green oasis in the city, Steinhofgründe, is located on the edge of the Fourteenth District. It is definitely worth a trip with space for everyone to relax and unwind.



Plenty of green in the west



Residential paradise replacing barracks and factories

A stroll north from the Hietzing metro station will reveal the transition currently underway with one major construction site after another: Kennedy Garden, Alice im Cumberland, a partial construction project of the former Körner-Kaserne barracks, another construction project at the former Salesianer headquarters, yet another at Goldschlagstraße 191, and a few other former commercial properties being repurposed have turned Penzing into the busiest district on the housing market in the west of the city.

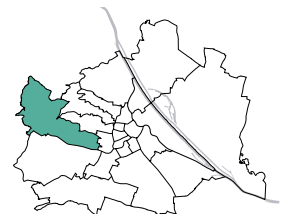
The former barracks on the Glacis in the northern part of the district make up an important area reserve as do the previously industrial and commercial estates further south near the River Wien. This provides opportunity for substantially larger and more attractive residential development projects compared to other established residential areas in Vienna.

This development has recently brought even more attention to the Fourteenth District. High demand has caused above-average increases in apartment prices, including existing properties, especially in Altpenzing and Breitensee. Commercial space has definitely benefited with increasing numbers of shops on Linzer Straße and Penzinger Straße coming back to life after long periods of vacancy.

Another favourable trend is evident further away from the city centre where much smaller properties are under construction compared to those in the district centre – Zwei beim Kirschbaum and other residential projects that benefit from their proximity to extensive green areas in the Vienna Woods and Steinhofgründe. Locations such as Baumgarten, which are also well connected to public transport via the U4 metro line, are in especially high demand.

1140 vienna – penzing

55



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 93,366 |
| Main residences | 46,874 |
| Persons/household | 1.99 |
| Moved in | + 3,030 |
| Moved out | - 3,175 |
| Migration balance | - 145 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

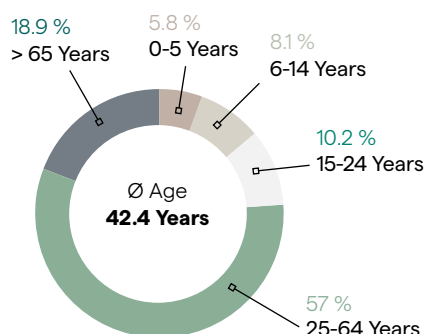
| | |
|---------|-------|
| Vienna | 31.5% |
| Penzing | 27% |

Average income

| | |
|---------|----------|
| Vienna | € 23,552 |
| Penzing | € 25,816 |

Average age

| | |
|---------|------|
| Vienna | 40.6 |
| Penzing | 42.4 |



Housing prices

Owner-occupied

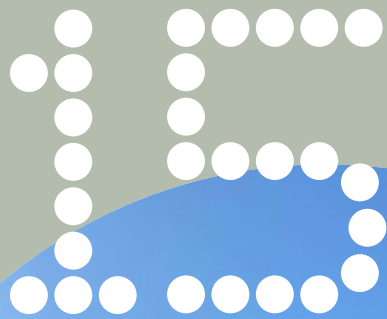
| | |
|-----------------|------------|
| First occupancy | € 5,250/m² |
| Other | € 3,550/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 12.20/m² |
| Other | € 11.00/m² |

Invest. Property € 2,200 to € 3,800/m²

708 land registry transactions for apartments in 2021 saw purchase prices total around € 239 million.



New and creative

Diefenbachgasse 7-9 / EHL



Wiener Stadthalle
convention centre

Between city and suburb

The Fifteenth District is located outside the Vienna Beltway and is therefore a suburb according to the usual definition, but its traffic connections provide all the benefits of a central district: Rudolfsheim-Fünfhaus benefits from three metro lines (U3, U4, and U6) as well as regional and national railway services, and the city centre can be reached in the same time as the city limits of Vienna.

The advantages of this location are the main driver behind its development on the housing market. Development was recently focused on the western exit along the U4 metro line, but this focus has been extended with several new construction projects oriented more towards the U3. New builds and extensions to existing properties are currently creating new living opportunities that have also met with high demand, especially around the John-

straße station near Meiselmarkt and Holochergasse up to Felberstraße.

The central thoroughfare of the district, Äußere Mariahilfer Straße, is increasing in popularity as a residential area. Residential projects include developments in vacant lots between buildings as well as loft extensions, some highly complex. Development on Äußere Mariahilfer Straße as a high street is set to play a major role on the housing market in the longer term; the opening of the first City Ikea in autumn 2021 was definitely a positive signal. The abundance of vacant space for development around the Westbahnhof railway station also provides room for additional growth, infrastructure facilities, and potentially more publicly accessible open spaces in a palpable upgrade for the surrounding residential locations.

1150 vienna – rudolfsheim-fünfhaus 57



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 76,137 |
| Main residences | 39,298 |
| Persons/household | 1.94 |
| Moved in | + 4,763 |
| Moved out | - 3,863 |
| Migration balance | 900 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

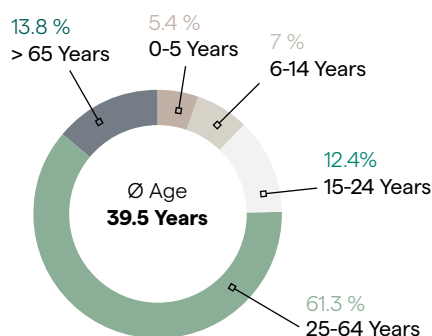
| | |
|-------------|-------|
| Vienna | 31.5% |
| Rudolfsheim | 42.6% |

Average income

| | |
|-------------|----------|
| Vienna | € 23,552 |
| Rudolfsheim | € 20,042 |

Average age

| | |
|-------------|------|
| Vienna | 40.6 |
| Rudolfsheim | 39.5 |



Housing prices

Owner-occupied

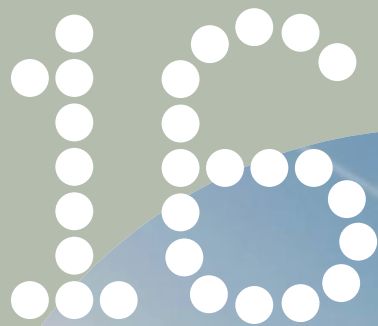
| | |
|-----------------|------------|
| First occupancy | € 4,800/m² |
| Other | € 3,300/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 11.90/m² |
| Other | € 10.50/m² |

Invest. Property € 2,800 to € 3,800/m²

504 land registry transactions for apartments in 2021 saw purchase prices total around € 122 million.

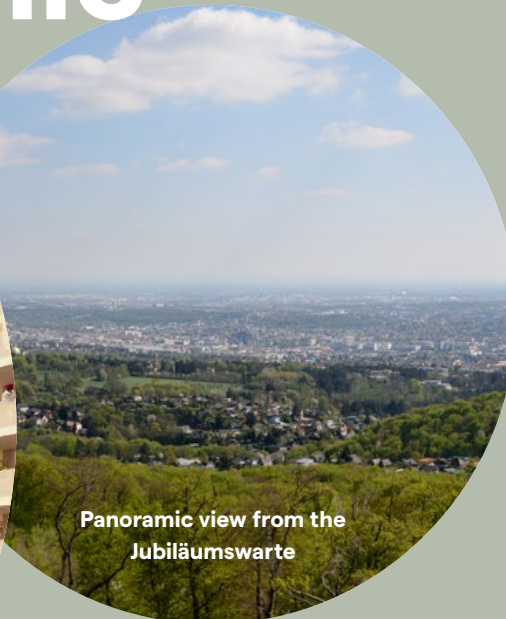


Panoramic views

Huttengasse 27 / EHL



Panoramic view from the Jubiläumswarte



Vienna's classic suburb is turning chic

What is probably the most famous building in the Sixteenth District symbolises the gradual but inescapable transition in Ottakring: once a working-class district with its roots in handicrafts and industry still clearly visible, Ottakring is becoming a district with an alternative charm – even downright chic in some areas.

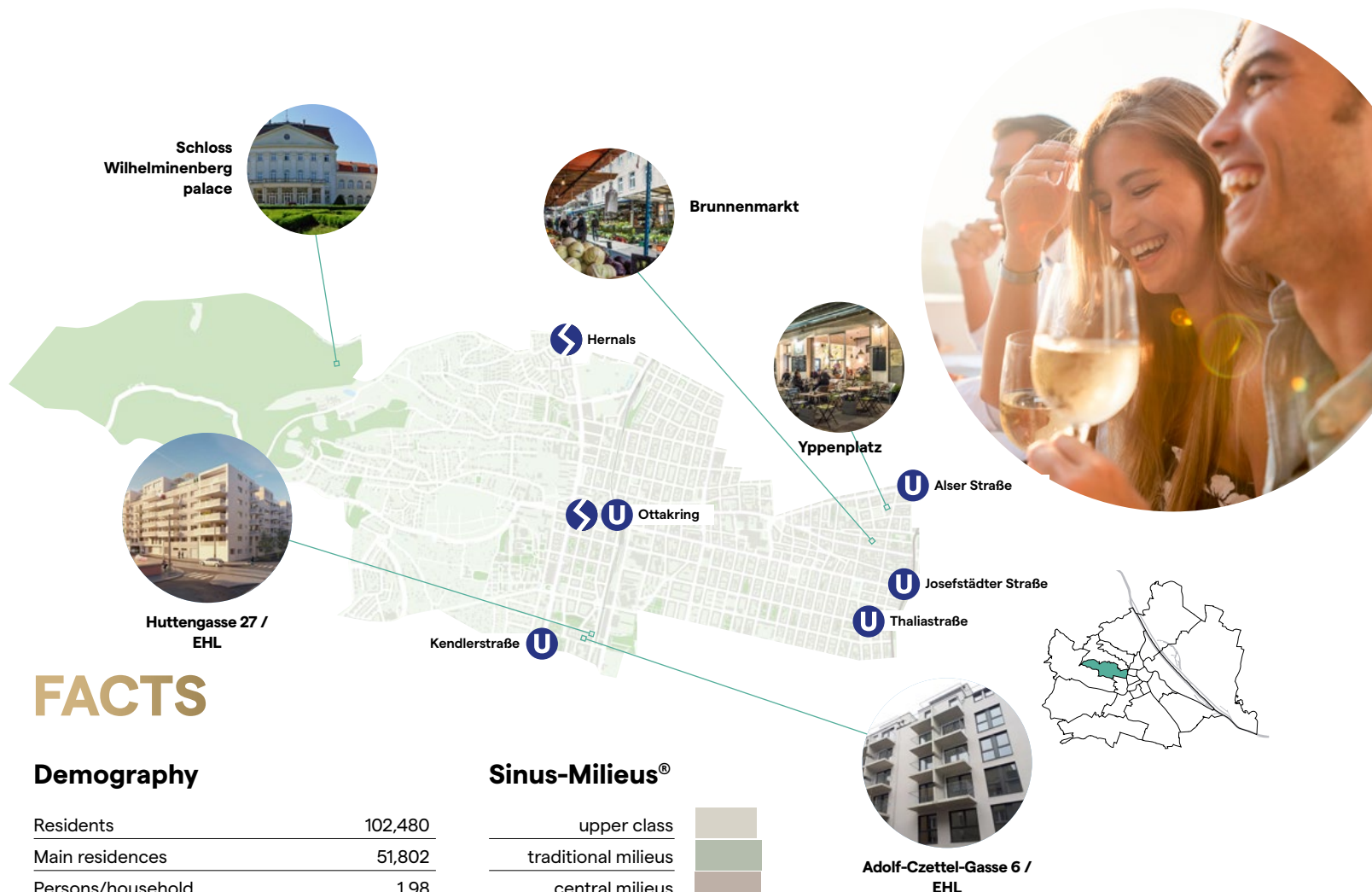
This building is, of course, Ottakringer brewery which produces not only the “16er-Blech” cult beer but has also developed into one of the most popular and “in” event locations in the city over the years, offering everything from techno clubs to exclusive company events.

The same applies to the district that gave the brewery its name: some of the streets still match the traditional working-class district cliché, but attractive residential areas have already emerged in major parts of the district as reflected in the purchase prices and rents – especially in Yppenplatz and around Brunnenmarkt.

The prices here are barely below those of the adjacent districts within the Vienna Beltway. Additional projects are currently underway on Gallitzinstraße, Erdbrustgasse near Wilhelminenberg, and at Huttengasse 27 and Albrechtskreithgasse 32.

The housing market is also developing highly favourably further out of town with several high-quality small and medium-sized residential projects making for a continuous transition here too. Some of these projects are emerging along the S-Bahn regional railway line S45 between Ottakring and Hernals stations and the border to the Fourteenth District.

A number of highly exclusive projects are underway at the western edge near the Vienna Woods, especially on Wilhelminenberg hill. This location contrasts starkly with the more urban neighbourhoods in the district as far as the amount of green space is concerned, and benefits from a spectacular view over the city.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 102,480 |
| Main residences | 51,802 |
| Persons/household | 1.98 |
| Moved in | + 4,797 |
| Moved out | - 4,069 |
| Migration balance | 728 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

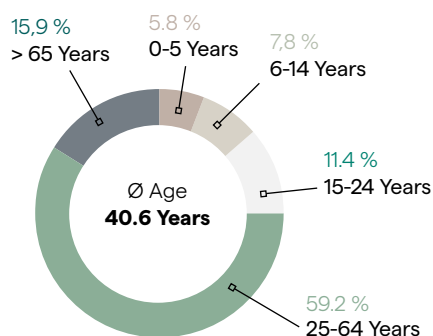
| | |
|-----------|-------|
| Vienna | 31.5% |
| Ottakring | 37.2% |

Average income

| | |
|-----------|----------|
| Vienna | € 23,552 |
| Ottakring | € 21,876 |

Average age

| | |
|-----------|------|
| Vienna | 40.6 |
| Ottakring | 40.6 |



Housing prices

Owner-occupied

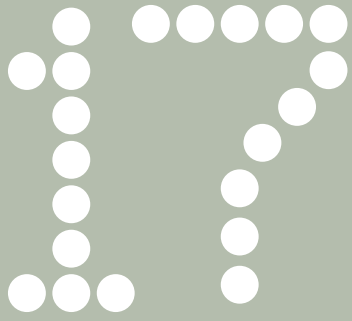
| | |
|-----------------|------------|
| First occupancy | € 4,950/m² |
| Other | € 3,300/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 12.00/m² |
| Other | € 10.60/m² |

Invest. Property € 2,400 to € 4,300/m²

811 land registry transactions for apartments in 2021 saw purchase prices total around € 196 million.



A good mix



Upswing from expansion: A breath of fresh air for the district with the U5 metro line

Hernals might be seen as the pretty little sister of neighbouring Ottakring, and with some justification – although small definitely does not refer to geographical size as the Seventeenth District is a third larger by area.

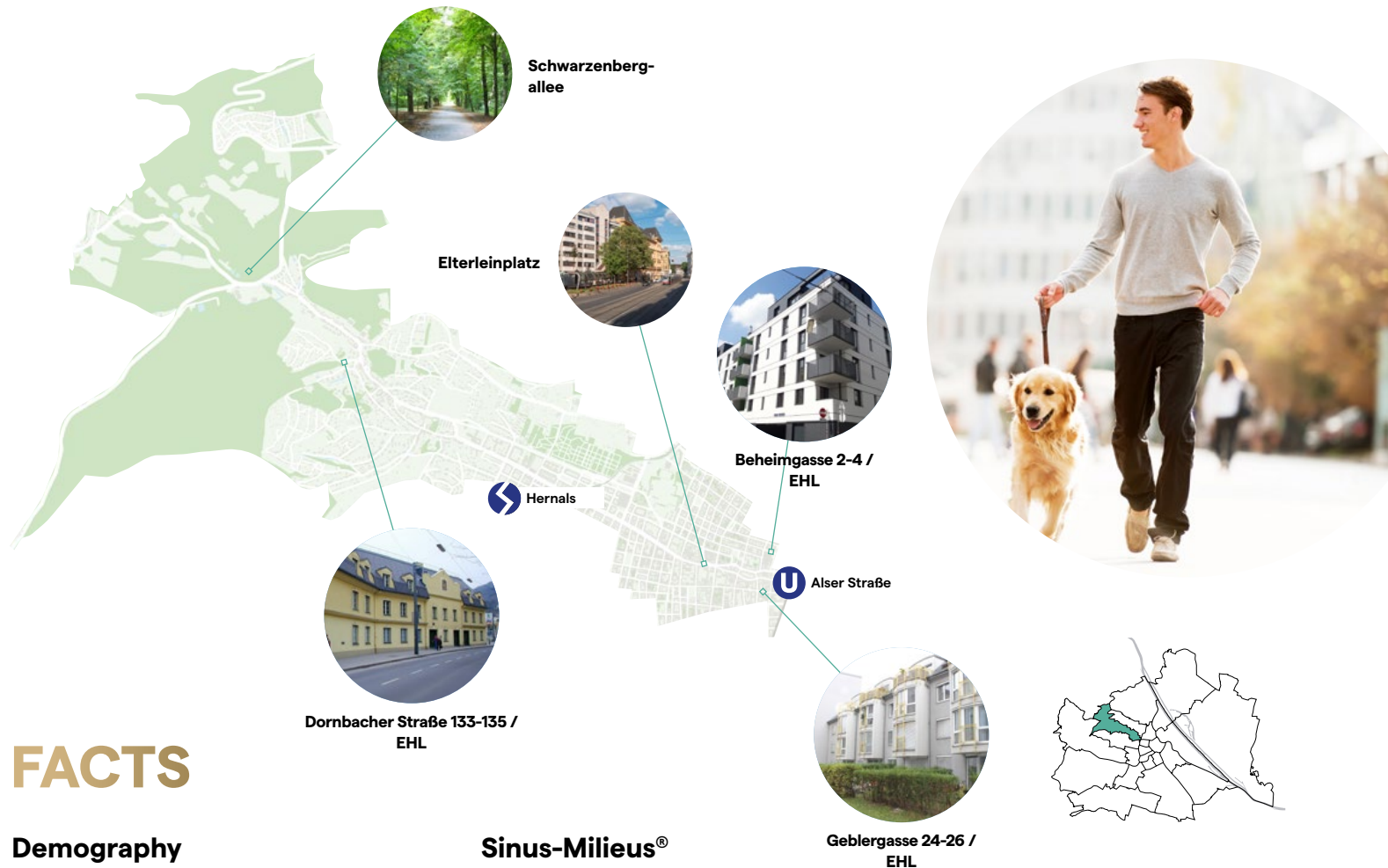
On the other hand, the district's population is only half as large as that of the Sixteenth District, a key indicator reflecting Hernals as quite a green district. Green spaces dominate beyond the densely built-up section between the Vienna Beltway and Wattgasse, and the residential areas near the Dornbach vineyards have always been amongst the city's most exclusive locations.

The quarters closer to the centre have their own charm, too. The large leisure area at Postsparkplatz, Engelmann with its ice rink overlooking the roofs of the city, and the vibrant diversity of

Hernalser Hauptstraße make the narrow strip between Ottakring and Währing especially attractive for an urban lifestyle.

One topic dominating the entire district is the new U5 metro line construction project set to make a great improvement on the connection between Hernals and the public transport network. But good things take time; the line will be starting in four years' time, and will not be extended to Elterleinplatz until 2032. This means that while tenants can normally ignore it, the metro extension is already an important price-relevant selling point for property developers and homeseekers in the market for owner-occupied apartments.

Most of the development work focuses on loft extensions and smaller projects in vacant lots such as on Jörgersstraße as vacant space for development is a rare commodity here.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 56,488 |
| Main residences | 28,402 |
| Persons/household | 1.99 |
| Moved in | + 2,680 |
| Moved out | - 2,464 |
| Migration balance | 216 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

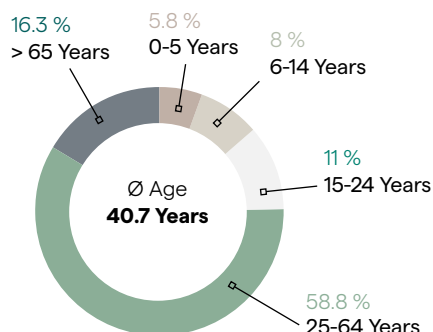
| | |
|---------|-------|
| Vienna | 31.5% |
| Hernals | 35% |

Average income

| | |
|---------|----------|
| Vienna | € 23,552 |
| Hernals | € 23,226 |

Average age

| | |
|---------|------|
| Vienna | 40.6 |
| Hernals | 40.7 |



Housing prices

Owner-occupied

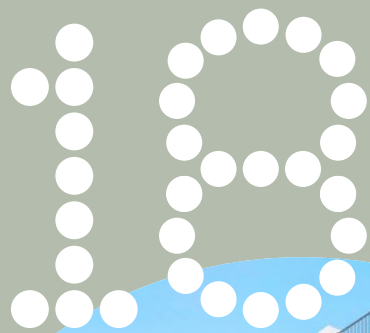
| | |
|-----------------|------------|
| First occupancy | € 4,850/m² |
| Other | € 3,400/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 12.00/m² |
| Other | € 10.60/m² |

Invest. Property € 2,400 to € 5,200/m²

359 land registry transactions for apartments in 2021 saw purchase prices total around € 98 million.



Simple elegance



Park Suites / EHL



Währing
cottage quarter

From tenements to residential neighbourhood

One of the main features of the Eighteenth District is its attractiveness as a residential area, one of the city's traditional green areas together with Hietzing and neighbouring Döbling placing it clearly ahead of other districts in Vienna. Währing has the lowest population of all districts outside the Vienna Beltway, giving it a remarkably peaceful and dignified living atmosphere.

Despite its small size, the Eighteenth District and its housing market are full of contrasts. Wilhelminian-style houses dominate the streetscape near the Vienna Beltway, especially in the Kreuzgasse quarter south of Gentzgasse. The vibrant mixture of bars and boutiques around the popular Kutschkermarkt has the appearance of a more chilled version of Yppenplatz without trying to be hip at any price.

The northern and western parts of the district by contrast are dominated by plentiful green spaces, especially with large parks such as Währinger Park, Sternwartepark, Türkenschanzpark, and Pötzleinsdorfer Schlosspark. The houses are smaller here, and the many large and small villas immediately tell you that you are in the Cottageviertel, or "cottage quarter", one of Vienna's more exclusive neighbourhoods.

Homeseekers here will not be spoiled for choice, but the quality is excellent. There are small-scale high-quality projects underway on Schulgasse and at Schopenhauerstraße 41 a little closer to the centre as well as in the especially attractive Gersthof quarter further out of town, such as at Hockegasse 49. The prices in Währing lie clearly at the upper end of the spectrum for the Vienna outskirts, but this is fully justified by the quality of the location.

1180 vienna – währing

63



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 51,327 |
| Main residences | 26,659 |
| Persons/household | 1.93 |
| Moved in | + 2,451 |
| Moved out | - 2,158 |
| Migration balance | 293 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

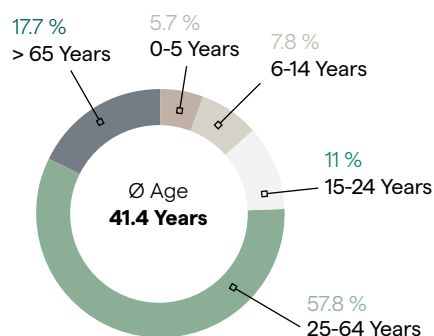
| | |
|---------|-------|
| Vienna | 31.5% |
| Währing | 28.3% |

Average income

| | |
|---------|----------|
| Vienna | € 23,552 |
| Währing | € 28,003 |

Average age

| | |
|---------|------|
| Vienna | 40.6 |
| Währing | 41.4 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 6,400/m² |
| Other | € 4,500/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.00/m² |
| Other | € 11.30/m² |

Invest. Property € 2,600 to € 5,200/m²

501 land registry transactions for apartments in 2021 saw purchase prices total around € 235 million.

19

Village charm with noblesse



Wine taverns, exclusive residential areas and a piece of the Danube

The city for many is at its most beautiful where it looks like a village. And this is probably one of the reasons for the popularity of Döbling, Vienna's best-known uptown district. The traditional wine tavern suburbs of Neustift, Sievering, Grinzing, and Nußdorf have retained some of their village charm despite the busy construction activity, and are more popular – and expensive – as residential areas than ever before.

The more urban parts of the district around the major thoroughfares Döblinger Hauptstraße, Billrothstraße and Krottenbachstraße, and also around local crystallisation points such as Sonnbergplatz on Obkirchgasse provide the highest quality of living together with that neighbourhood feeling of knowing everyone you see on the street.

Residential development activity in the district focuses strongly on many small-scale, extremely high-quality projects: loft extensions, vintner's cottage extensions and conversions, occasional develop-

ment in vacant lots between buildings such as at Raffelspergergasse 26, and also demolitions and new builds. The Oberdöbling quarter and various traditional wine tavern quarters are especially popular.

Spacious new buildings, on the other hand, are a complete exception. There are currently two major projects here: Inside XIX on Gatterburggasse with the former Döblinger Amtshaus public administration building being converted into an extraordinary residential property with a large new-build wing extension, and The Shore, a luxurious collection of town villas at Kuchelauer Hafen marina near the idyllic winegrowing location of Kahlenbergerdorf.

Heiligenstadt would be the most likely candidate for categorisation as affordable housing in the Nineteenth District. Offices and traditional public housing (especially the famous Karl-Marx-Hof) dominate in this part of the district in stark contrast to the other residential areas in Döbling.

1190 vienna – döbling

65



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 73,861 |
| Main residences | 37,653 |
| Persons/household | 1.96 |
| Moved in | + 2,973 |
| Moved out | - 2,865 |
| Migration balance | 108 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

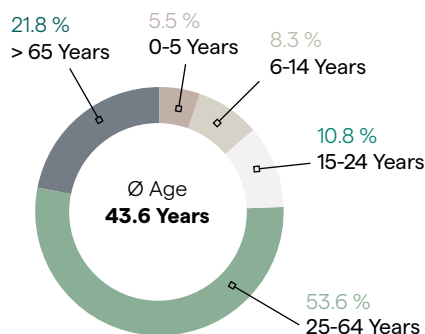
| | |
|---------|-------|
| Vienna | 31.5% |
| Döbling | 26.4% |

Average income

| | |
|---------|----------|
| Vienna | € 23,552 |
| Döbling | € 29,195 |

Average age

| | |
|---------|------|
| Vienna | 40.6 |
| Döbling | 43.6 |



Housing prices

Owner-occupied

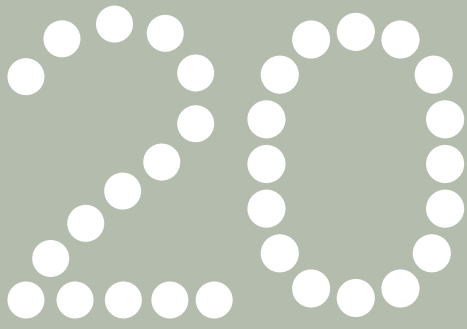
| | |
|-----------------|------------|
| First occupancy | € 7,100/m² |
| Other | € 4,900/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 13.70/m² |
| Other | € 11.60/m² |

Invest. Property € 3,900 to € 5,500/m²

658 land registry transactions for apartments in 2021 saw purchase prices total around € 336 million.



Island lifestyle



Next big thing: A train station and the waterfront

Downtown Vienna is not far from Hannovermarkt – not even ten leisurely minutes by bike, and yet the contrast between the city centre and the vibrant international hustle and bustle of the centre of the densely populated Twentieth District could hardly be greater. The city really comes alive here – patches of green here and there, but plenty of shops and restaurants; not necessarily chic, but all the more local charm.

This might be one of the reasons why the Brigittenau housing market is slowly but surely emerging from under the shadow cast by Leopoldstadt, Brigittenau's once far more prominent neighbour as the other district of two located on the island between Danube and Donaukanal. More importantly, the district's location close to the city centre and especially the greatest abundance of space for urban development play a crucial role: the next few years will see a small town within the city begin to emerge on the former Nordwestbahnhof railway station site long left abandoned, a development project set to transform the district.

The project will create space for twelve thousand inhabitants, commercial space for around five thousand jobs, and educational institutions and a large park to be built on an area of around forty-four hectares. Public transport will also benefit from an additional tram line. Increased interest in the residential areas around the nearby thoroughfare of Dresdner Straße already reflect the corresponding improvement in the district's attractiveness.

The second urban development area in the district has not come onto the radar of the real-estate industry or homeseekers as much – development on more than three kilometres of waterfront along the Danube. Millennium City has long since demonstrated its basic potential here, and is set to see more intensive use in the medium to long term according to the city planners. Two new projects are emerging at Engerthstraße 61-63 and Handelskai 100.

1200 vienna – brigittenau

67



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 85,264 |
| Main residences | 42,967 |
| Persons/household | 1.98 |
| Moved in | + 4,329 |
| Moved out | - 3,795 |
| Migration balance | 534 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

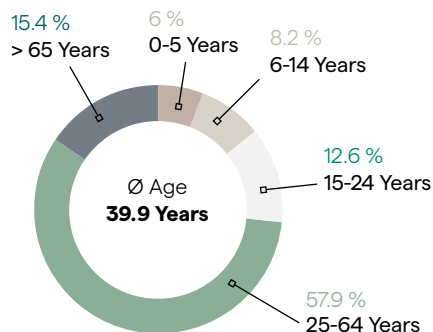
| | |
|-------------|-------|
| Vienna | 31.5% |
| Brigittenau | 39.4% |

Average income

| | |
|-------------|----------|
| Vienna | € 23,552 |
| Brigittenau | € 20,671 |

Average age

| | |
|-------------|------|
| Vienna | 40.6 |
| Brigittenau | 39.9 |



Housing prices

Owner-occupied

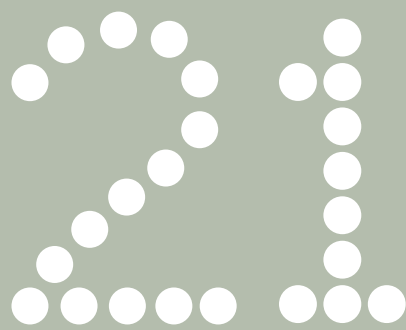
| | |
|-----------------|------------|
| First occupancy | € 4,650/m² |
| Other | € 3,250/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 11.70/m² |
| Other | € 10.60/m² |

Invest. Property € 2,300 to € 4,000/m²

665 land registry transactions for apartments in 2021 saw purchase prices total around € 159 million.



Typical Floridsdorf



Am Spitz



SCHÖNECK 13 / BUWOG

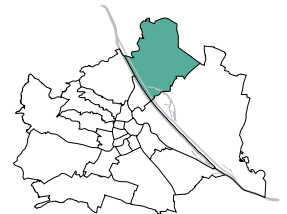
Vibrant diversity deep in the north

The Twenty-First District is difficult to pin down in terms of character, although it can be best summed up by its diversity: from the traditional public housing around the district's centre at Floridsdorfer Spitz to the large new building areas in Leopoldau or on the former Siemens grounds, pretty wine tavern quarters such as Stammersdorf and Jedlesee to idyllic residential areas on the Upper Old Danube – this is all typical of Floridsdorf.

Increasing numbers of people are attracted to this northernmost district of Vienna, turning it into one of the fastest growing districts of the city for years. Several new-build projects such as Poldine and Selma am Park, FLORIDO YARDS, and other residential buildings at Prager Straße 105 and 109 are emerging on the Siemensacker site near the Siemensstraße S-Bahn regional railway station. High-quality projects such as these would hardly have come to Floridsdorf a few years ago.

Housing demand is especially high in the wine tavern quarters such as Jedlersdorf, where the Schöneck 13 project for owner-occupied apartments is currently emerging in Bernreiterplatz. Apartments in the medium price range are still available here in contrast to the suburbs of the Nineteenth District, for example. The district also benefits from excellent transport connections with the city centre around twenty minutes away from these almost rural surroundings.

The area around the Upper Old Danube is amongst the most popular locations in the district. Proximity to the popular leisure refuge has also resulted in heavy price increases, especially in view of the heavily limited vacant space available for new buildings. Projects at Frömmelgasse 43 and Wolfgang-Riese-Gasse 8 are the few exceptions.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 173,916 |
| Main residences | 82,096 |
| Persons/household | 2.12 |
| Moved in | + 4,847 |
| Moved out | - 4,878 |
| Migration balance | - 31 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

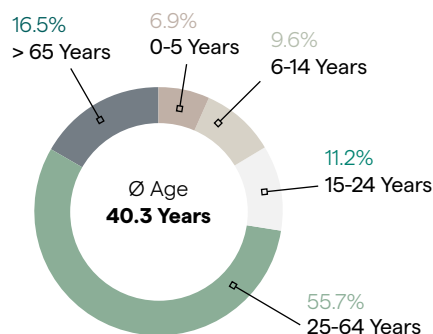
| | |
|-------------|-------|
| Vienna | 31.5% |
| Floridsdorf | 26.7% |

Average income

| | |
|-------------|----------|
| Vienna | € 23,552 |
| Floridsdorf | € 24,060 |

Average age

| | |
|-------------|------|
| Vienna | 40.6 |
| Floridsdorf | 40.3 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 4,650/m² |
| Other | € 3,250/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 11.60/m² |
| Other | € 10.50/m² |

Invest. Property € 1,800 to € 3,400/m²

1,477 land registry transactions for apartments in 2021 saw purchase prices total around € 402 million.

City and country



Barany&me / BUWOG



Donau-Auen
the Danube floodplain

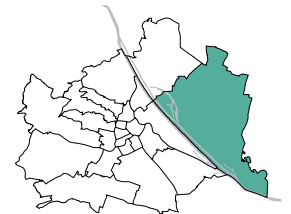
New towns in Donaustadt

Parts of the metro line through the Twenty-Second District can be like a ride through the country with wide fields and fallow land and a few small settlements to the left and right. But there are always a few cranes dotted around as a reminder that this is Vienna's most important urban expansion zone by far. Large residential complexes are popping up like mushrooms and the many people moving here are set to turn Donaustadt into the federal capital's most populous district within the foreseeable future.

A critical factor in the Twenty-Second District's building boom is that it goes beyond apartments. Many new school buildings and other urban facilities will ensure that whole new towns rather than dormitory neighbourhoods emerge. This especially applies to the Seestadt Aspern showcase project and other major development areas such as Oberes Hausfeld and at Hirschstetten along Breitenleer Straße.

The Seebogen quarter is seeing an especially large number of developments currently in progress in the current expansion of Seestadt Aspern. Other attractive projects between the U2 metro line and the natural reserve of Lobau include Groß-Enzersdorfer Straße 66-72, Barany&Me on Baranygasse, and the already well-established urban development area of Oase 22 near Erzherzog-Karl-Straße extended by Grünstück22. The district will also benefit from the Danubeflats and Vienna Twentytwo projects involving two new residential high-rises near the Old Danube.

Whether current development in every area of the district will continue in the long term is still uncertain. The construction and planning moratorium for Stadtstraße Aspern and the Lobau tunnel has also disrupted residential development plans. Long-term delays or cancellations of the two projects might cause a significant reduction in residential development.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 198,806 |
| Main residences | 90,621 |
| Persons/household | 2.19 |
| Moved in | + 5,230 |
| Moved out | - 5,376 |
| Migration balance | - 146 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

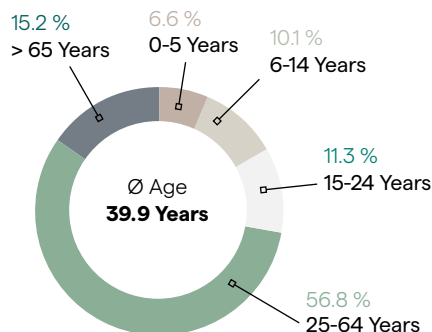
| | |
|------------|-------|
| Vienna | 31.5% |
| Donaustadt | 22.9% |

Average income

| | |
|------------|----------|
| Vienna | € 23,552 |
| Donaustadt | € 26,272 |

Average age

| | |
|------------|------|
| Vienna | 40.6 |
| Donaustadt | 39.9 |



Housing prices

Owner-occupied

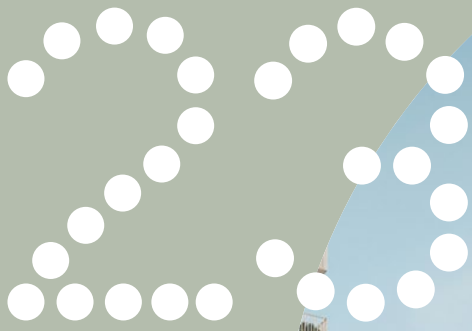
| | |
|-----------------|------------|
| First occupancy | € 4,750/m² |
| Other | € 3,300/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 11.80/m² |
| Other | € 10.50/m² |

Invest. Property € 2,000 to € 4,000/m²

1.461 land registry transactions for apartments in 2021 saw purchase prices total around € 453 million.



So very green



Walking path
at river Liesingbach



RIVUS VIVERE / BUWOG

The flourishing south

If you travel along Breitenfurter Straße, the main thoroughfare in the Twenty-Third District, you might be surprised to discover that this Viennese district has the largest proportion of commercial building sites – all of 18.6 percent of the total area. You will mostly see a whole series of new residential buildings between broad green spaces, some of which have been completed in recent years and others still under construction. The many cranes hint at the transformation in appearance that this district is set to undergo in the next few years.

To be sure, many of the current residential development projects owe their existence to the proud industrial background of Liesing. Former company properties have been left as vacant lots now enabling large-scale residential development. One such example is the RIVUS project currently under construction on the former Unilever factory site between Breitenfurter Straße and Liesingbach; this is currently the largest development project at around 850 residential units with commercial space, a school, and local services.

The area south of Alt-Erlaa is another focus of residential development in the Twenty-Third District. Wide green areas are being used for building spacious residential complexes in and around the In der Wiesen development area. This includes the ERnteLAA project, which has received many awards for its sustainable concept; its distinctive and widely visible roof-built greenhouses have created something of a landmark in modern residential development in Liesing. The Facettenreich project at Rößlergasse 13 is part of the In der Wiesen Ost project.

The district's overall attractiveness has benefited from high demand for apartments in large development areas with many projects emerging at various locations. Smaller and medium-sized development projects such as Eschenpark on the state border to Lower Austria at Stipcakgasse 6, and other projects at Ketzergasse 9 and 13 also benefit from their proximity to large company agglomerations providing thousands of jobs.



FACTS

Demography

| | |
|-------------------|---------|
| Residents | 111,812 |
| Main residences | 52,187 |
| Persons/household | 2.14 |
| Moved in | + 2,658 |
| Moved out | - 3,185 |
| Migration balance | - 527 |

Sinus-Milieus®

| | |
|---------------------|--|
| upper class | |
| traditional milieus | |
| central milieus | |
| modern lower class | |

Foreign nationals

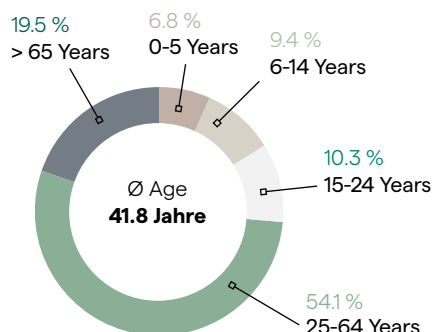
| | |
|---------|-------|
| Vienna | 31.5% |
| Liesing | 22% |

Average income

| | |
|---------|----------|
| Vienna | € 23,552 |
| Liesing | € 26,900 |

Average age

| | |
|---------|------|
| Vienna | 40.6 |
| Liesing | 41.8 |



Housing prices

Owner-occupied

| | |
|-----------------|------------|
| First occupancy | € 4,650/m² |
| Other | € 3,350/m² |

Rented

| | |
|-----------------|------------|
| First occupancy | € 11.20/m² |
| Other | € 10.40/m² |

Invest. Property € 2,000 to € 4,000/m²

1,178 land registry transactions for apartments in 2021 saw purchase prices total around € 339 million.

ehl / au·side

Living close to nature

2402 Maria Ellend





An extension to the Haslau-Maria Ellend municipality, au·side, is emerging next to the Donau-Auen National Park just thirty kilometres from Vienna.

The project entails a lively multifunctional quarter with a wide range of local services, offices, and amenities on a 45,000 square-metre human habitat ensuring a perfect work-life balance.

The au·side living residential area plans are divided into two construction phases comprising a hundred and thirty owner-occupied and investment apartments. The intelligently planned residential units all feature generously proportioned open spaces for an extraordinary level of living comfort in green surroundings. The car-free complex benefits from its own bathing pond, mobility concept, gym, community gardens, and shared office space. The project will be completed by 2024.

www.au-side.at

buwog / HALLER



The HALLER project planned by the FOAM architecture studio is located in a quiet corner between Simonigplatz and Treppelweg. This project comprises a new residential complex with 127 owner-occupied freehold apartments.

The project's namesake, the physician Dr. Albrecht von Haller, served as inspiration for this well-designed residential project. It seems that his mind was ruled by science, but his soul was driven by nature. And this is how the residents of BUWOG HALLER benefit from well-designed living concepts in harmony with nature.

The complex consists of three main buildings with apartments sized between 50 and 113 square metres, each of which is equipped with a private open space such as a balcony, terrace, or private garden.

The complex also features perfect connections for private transport with the A23 and A4 motorway junctions just a few minutes, and the city centre only a twenty-minute drive away.

The mind preselects, but the heart decides. The completion of the project is planned for 2023.

haller.buwog.at



An architectural rendering of a modern, multi-story apartment building. The building is white with a flat roof covered in green grass. It features numerous balconies with glass railings, some of which have outdoor furniture and umbrellas. The building is surrounded by lush greenery, including trees and a lawn. In the foreground, there is a small playground area with a wooden bench and a sandpit. The sky is blue with scattered white clouds.

Hello, favourite place

Hallergasse 8, 1110 Vienna

ehl / wohngarten



The green oasis in Simmering

Wohngarten – residential garden – is no exaggeration. A green, idyllic oasis provides a refuge shielded from city traffic for all the residents, creating a community spirit with its clever overall design.

The new residential project at Geiselbergstraße 28 in Vienna's Eleventh District comprises 682 modern freehold rental apartments in five parts; the apartments are sized between 31 and 79 square metres. Priority was placed on efficiently designed floor plans as well as smart and functional fittings and furnishings in apartments ranging from studios to three-bedroom units. Spacious balconies offer a place in the sun. Wohngarten is a place where individual requirements are key.

The compelling location provides an excellent infrastructure and effective transport links. The location has many shops to meet daily needs as well as restaurants for culinary enjoyment, and parks and green spaces for relaxation in the immediate vicinity. A day-care centre and pharmacy are located directly on the ground floor of the complex, which also has its own underground parking facilities available for residents. An in-house gym and music room to contribute to the personal sensation of freedom round off this exclusive residential project.



Move in and live it up

Geiselbergstraße 28, 1110 Vienna

buwog / HELIO Tower



The HELIO Tower name was inspired by the Greek sun god Helios, and for good reason – everyone has a place in the sun with beautiful views thanks to the intelligent architectural design.

In addition to its sister projects in the development area of The Marks, HELIO Tower will stand out as an especially calm, streamlined figure with a woven glass structure and a roughened and dyed concrete grid-work pattern as a powerful symbol of a new quality of living. The 401 apartments ranging from studios to three-bedroom units all make for modern and comfortable homes, all designed for highly varied living concepts and requirements matching every phase of life. Ideal for those looking for a quick exit to the outside world and into the cut and thrust of city life. For a life where everything is in close proximity and easily accessible. With the Prater nearby, the metro around the corner, and a direct connection to the motorway. Maximum quality without compromise. HELIO Tower combines everything that makes for enjoyable living. The completion of the project is planned for 2022.

helio.buwog.com

Beautiful views

Döblerhofstraße 10, 1030 Vienna

ehl / the shore



"Holiday feeling while still at home" best sums up this exclusive property. The SHORE is located in one of the most beautiful areas in the Nineteenth District with private access to the Danube, and only fifteen minutes away from downtown Vienna.

The SHORE combines luxurious living in an elegant atmosphere right on the waterfront with a unique range of services. The project has a total of 125 unique apartments with perfect floor plans ranging from 38 to 358 square metres, smart technology, and exquisite fittings and furnishings in ten exclusive villas. The premium, quality living options are diverse and individual, ranging from perfectly designed single-bedroom apartments with a balcony to large garden apartments with a pool for families and extraordinary penthouse apartments with spacious roof terraces.

One unique feature is the private beach on the shores of the Danube complete with a sun pier and boat moorings. The residential location benefits from freedom, fitness and yoga, health, massage, and wellness for a unique, luxurious lifestyle concept with a new, pure holiday feeling every day, sports and wellness opportunities, and an exclusive concierge service. The project will be ready for occupancy at the end of 2022.

ehl.at/theshore



Living the shore way of life

Kuchelauer Hafenstraße 98,
1190 Vienna



buwog / schöneck 13

City and country in flow

Bernreiter Platz 13, 1210 Vienna



Schöneck 13 provides an attractive human habitat for all those with an appreciation for both the cheerful diversity of nature and the diverse possibilities Vienna has to offer, a place for young and old to meet and socialise, and a home for families, couples, and senior citizens.

The design and the furnishings in Schöneck 13 make for a perfect place to live and a wonderful place to call home. The sixty owner-occupied freehold apartments and five freehold maisonettes in the inner courtyard with their terraced house-like ambience and direct access to on-site underground parking facilities combine rural charm with urban lifestyle. Each apartment type has its own open space – a garden, terrace, balcony, or loggia. This makes Schöneck 13 a cross-generational human habitat in harmony with nature and the city. The project is in the final construction phase and will be ready for occupancy this year.

bernreiterplatz.buwog.at

closing words



The coming year will be full of excitement on the real-estate market regardless of how the pandemic continues.

We at BUWOG and EHL Immobilien would like to provide not only insights into current market developments in the anniversary edition of our First Vienna Residential Market Report, but also a brief outlook on what to expect from the Vienna housing market in the next few years. We are not using any crystal ball or soothsaying capabilities; our forecasts are based on continuous market analysis and many years of experience shared by the two real-estate companies.

Construction will go on in 2022 with around eighteen and a half thousand new residential units already under construction or in the planning phase. New development activities should settle down to levels before the current construction boom after that. The notorious excess demand that accumulated especially in the period from 2015 to 2019 will gradually dissolve with the spurt of construction output exceeding annual demand, restoring a more balanced market. Continued population growth will ensure sustainable demand for additional housing in the next few years.

The pandemic and its effects on our living habits have also left their mark, as can be seen in some projects. State-of-the-art development requires co-working spaces, multifunctional communal terraces, and extensions to common facilities and open spaces. Home-seekers also attach ever greater importance to sustainability with expectations ranging from resource-saving building materials to sustainable HVAC systems and ecological mobility solutions.

The coming year will be full of excitement on the real-estate market regardless of how the pandemic continues. Of course, we cannot include unforeseen events in our predictions; we do not actually have the requisite soothsaying capabilities for that.

Small print comes in large print. Please find below comments and explanations of some terms used in this report.

All references to persons in this text are intended to refer to all genders.

Source data

Every effort has been made to ensure the accuracy of information in this report. Certain topics are, however, quite complex and subject to constant change. The housing market in Vienna is extremely dynamic and prices vary greatly from area to area. While certain locations are in high demand at the moment, this might change quickly.

In our analysis of the housing market, we relied mainly on up-to-date data provided by Statistics Austria, the state statistics office, and information obtained from the City Government of Vienna, unless a different source is named.

Prices

In Austria, older buildings (i.e. non-subsidised buildings constructed with planning permission before 1953 and owner-occupied houses built with planning permission prior to 1945) are subject to the full scope of the Austrian Tenancy Act. This means that rents are not subject to normal market forces of supply and demand, but are basically fixed (to what is known as an “adequate rent” or “guideline rent”). Such rents are not taken into account in our report.

All prices quoted for the various districts of Vienna refer to square metres of net floor area (i.e. not including loggias, etc.).

Sales prices are full ownership prices per square metre of net floor area, not including service and maintenance costs.

Rents are quoted net, exclusive of taxes and service charges.

Definitions

The term “First occupancy” in relation to prices refers to newly built apartments, or older buildings after complete refurbishment.

“Other” refers to tenancies and sales of second-hand homes.

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Errors exempted.

The information and forecasts in this report
are given to the best of our knowledge.

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