

Vienna's €365 Annual Ticket — One Euro a Day, 822,000 Pass Holders and a Modest Modal-Share Effect

City Innovation Library · Good practice · Austria

Quality score: 62/100

Evidence strength: Moderate

Summary

Vienna cut its annual transit pass from €449 to €365 in May 2012. Annual pass holders reached about 822,000 by 2019 (≈43% of residents), but sources report only a modest modal-share effect; the price rises to €467 in 2026.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	3/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	1/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-10-05

[Wiener Linien / City of Vienna](#) — accessed 2026-10-05

[365-Euro-Ticket \(Wikipedia\)](#) — accessed 2026-10-05

[VDV — Freifahrt oder 365-Euro-Tickets](#) — accessed 2026-10-05

[VIENNA.AT — annual pass price increase](#) — accessed 2026-10-05

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