

Abstract

The Viennese coffee house culture has its roots in the 17th century and still plays an important role in the city of Vienna today. However the emergence of COVID 19 has lead to several challenges and financial difficulties for café owners. As a result many businesses and therefore the Viennese coffee house culture are at risk. With increasing numbers of infections of the coronavirus diseases 19 the Austrian government has implemented several regulations as well as support measures for Austrian businesses such as state guarantees, fixed cost grant and short-time work grant. These support measures have an effect on Austrian cafés and are therefore successfully applicable for Viennese coffee houses. To demonstrate this hypothesis, the study examines all implemented support measures. The study illustrates that especially fixed cost grant, hardship fund and social security have been implemented successfully. Furthermore short-time work grant, utilization fee reduction and rent reduction qualify as rather effective. As the successful applied support measures overweigh the rather unsuccessful ones, the implemented actions have been successful for Austrian cafés and play an important role in saving the Viennese coffee house culture.