

Vienna Tourist Board

DESTINATION MARKETING & MANAGEMENT ORGANIZATION FOR
VIENNA



OVERVIEW OF THE DUTIES AND FUNCTIONS OF THE VIENNA TOURIST BOARD

VIENNA

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1 Overview of the Vienna Tourist Board

With a budget of 27.3 million euros for the current year, the Vienna Tourist Board carries out subsidiary destination marketing and management for Vienna's tourist industry. Founded in 1955 under Vienna's Promotion of Tourism Act, the Board is the city's official PR and marketing agency for this sector of the economy.

The Vienna Tourist Board's brief includes representing the tourist interests of the city and province of Vienna, instituting measures to increase the volume of incoming tourist traffic, supporting tourism measures instigated by the municipality, helping create a modern infrastructure for the tourist industry, and promoting an understanding among members of the general public for the industry and its economic significance.

1.1 LEADING THE WAY: PRESIDENT, TOURISM COMMISSION AND DIRECTOR

Peter Hanke, Executive City Councilor of Finance, Business, Digital Innovation and International Affairs, has been President of the Vienna Tourist Board since June 19, 2018, and Norbert Kettner has been managing director (director of tourism) since September 2007. The president is nominated by the Municipality of Vienna, and the managing director by the [tourism commission](#) (comparable to a supervisory board) on the president's recommendation. The tourism commission consists of the president, two vice-presidents, and 15 other members, most of whom are appointed by the municipality. It is responsible for the budget and for other basic matters.

1.2 VIENNA TOURIST BOARD: MARKETING AND SERVICE ON A NON-PROFIT BASIS

The Vienna Tourist Board is a non-profit organization and not a travel agency (Vienna has about a hundred incoming travel agencies). Its destination marketing is carried out in close cooperation with Vienna's tourist industry. The Board always operates in a subsidiary position: Its operations support and supplement – never replace – the marketing activities of Vienna's individual tourist and entertainment enterprises. Apart from international marketing in the 20 markets that generate more than 80% of bednights, the Vienna Tourist Board also offers an information and hotel reservation service for potential visitors to Vienna from all over the world through its "Vienna Hotels & Info" team. It looks after guests in Vienna from its central tourist information office behind the Vienna State Opera and an information counter at Central Station, operated in cooperation with Austrian Railways, and another at Vienna International Airport run in collaboration with the tour operator RUEFA.

1.3 PRIMARY SOURCE OF REVENUE: LOCAL TAX

The budget for 2018 is 27.3 million euros. Of this, around 84% comes from a local accommodation tax which, under the City's Promotion of Tourism Act, amounts to 3.25 of net room rates. Another 5% comes from the city's general budget. The remainder is provided by the Vienna Chamber of Commerce and the Board's own revenues and reserves. Some 88% of the budget is invested in destination marketing (campaigns, PR, sales promotion, production of

advertising materials, and conference acquisition) as well as onsite activities in Vienna (visitor services, tourist information, destination management) and the teams involved in these activities. The Vienna Tourist Board employs a total of 131 people (113 fulltime equivalents), 76% of them women.

2 The Departments and Staff Units of the Vienna Tourist Board

The Vienna Tourist Board is organized in six departments and two staff units. The following paragraphs describe the responsibilities of the various sections.

2.1 DESTINATION MANAGEMENT: STRATEGIC DESTINATION DEVELOPMENT

Destination management means targeted promotion of local partner networking, including the target group of residents, and actively addressing the important strategic challenges that we face in city tourism in coming years. All the Vienna Tourist Board's activities undertaken in Vienna are consolidated in this department. This includes the areas of strategic destination development, containing [statistics and market research](#), training initiatives, and events for the Austrian and international travel industry. The "Vienna City Card" and Visitor Service with its tourist information offices fall under this department.

Market and trend research, statistics and forecasts, surveys of visitors and residents are handled by the department, as are development of the current [Tourism Strategy](#), and organization of industry events such as the annual [tourism conference](#). Through its "[Vienna Experts Club](#)" (currently with around 900 members) the department offers free training programs for employees of Vienna hotels and incoming travel agencies to constantly expand their knowledge of Vienna as a tourism product. Complementing this is the "[Vienna Experts Club International](#)," a service and training program for the international travel industry to attract and retain multipliers and decision makers. The International Club currently counts more than 18,000 members in about 70 different countries. The "Vienna City Card," the official visitor card of the City of Vienna, offers more than 210 discounts for visitors to Vienna. It is available with a Vienna Transport Authority ticket or a ticket for the "hop-on, hop-off" tours of Big Bus Vienna, either as a card and coupon booklet or as an app.

The [Vienna Tourist Board's visitor services](#) range from providing information and hotel reservations to handling complaints. More than 650,000 potential and actual visitors to Vienna take advantage of the service every year: By phone, email and mail to the "[Vienna Hotels & Info](#)" team and in person at the various tourist information offices. The central tourist information office on Albertinaplatz offers not only the free services provided by the Vienna Tourist Board 365 days a year, but also theatre ticket sales and sightseeing tours, handled by a commercial partner. The information counters at Central Station and at Vienna International Airport are also open every day, and are operated by the Vienna Tourist Board in collaboration with Austrian Railways and the tour operator RUEFA respectively. Since summer 2017 a mobile tourist information unit has been out and about in the warmer months, supplying visitors and residents alike with tips about neighborhoods outside the first district.

2.2 BRAND MANAGEMENT & B2C MARKETING: INTERNATIONAL PRESENCE OF THE DESTINATION

The “Brand Management & B2C Marketing” department is responsible for strategic and operational management of [Vienna as a tourism brand](#) as well as for developing and implementing the Tourist Board’s corporate identity. The department also plans and realizes integrated, innovative B2C campaigns for the international travel market using a contemporary communications mix. The department furthermore handles production of printing material, produces giveaways, and implements collaborative campaigns with strategic partners.

The strategic orientation of digital communications and use of social media channels and microsites also fall under the purview of this department. One area of particular focus is the conception and implementation of innovative content production. The team is also responsible for central [image](#) and [video management](#) and running the image database with around 1,000 themes. Furthermore, the department handles production of all the Vienna Tourist Board’s [advertising and information materials](#): some 200 brochures, leaflets, posters, etc. every year in 17 different languages, as well as giveaways ranging from city bags and espresso cups to aprons. Advertising sales are an important factor in the production of information materials, generating revenues that significantly reduce the production costs of many publications (such as the city map in 13 languages, with a print run of around 4 million a year).

In 2016 a new [brand strategy](#) was developed together with the Nymphenburg/Munich Group based on insights gained from neuromarketing. The brand core “Encouraging Enjoyment” was defined as a new brand essence, and – based on a comprehensive analysis of the target group – five brand assets of decisive importance to the success of Vienna’s tourism brand were identified. The strongest of these is Vienna’s imperial heritage, followed by its music and cultural attractions, its culinary culture, the aspects of Vienna being a modern, livable metropolis and its healthy balance of urban ambience and green spaces. The advertising line developed jointly with the advertising agencies Seite zwei – Branding & Design and WIEN NORD and implemented worldwide by the Vienna Tourist Board since October 2016 is also based on these modules.

2.3 MEDIA HOUSE: MEDIA VIENNA EXPERIENCE FROM THEME CURATION TO MEDIA RELATIONS

The Media House department is responsible for identifying themes and creating content for Vienna's image as a tourism destination as well as for curating the analog and digital Vienna experience. International positioning of the Vienna experience in market-relevant media, channels and formats is secured through cooperation with international representatives and multipliers.

The staff of the content team research, curate and create content about high-quality offerings of relevance to tourism for the various channels of the Vienna Tourist Board. These include the B2C online presence [vienna.info](#), which is available in 13 languages, the electronic B2C newsletter, and the [event database](#) updated daily, as well as the [Vienna Journal](#), published annually in eight languages, other print productions, and the Vienna program, printed monthly.

The department’s media relations managers are the contacts for international media and also host around 1,000 international media representatives a year, whom the Vienna Tourist Board

invites to Vienna and assists with their research. In this way, journalists from print and online media as well as radio, TV and film teams and influencers receive efficient support with their research and film work. New topics and offerings in Vienna are presented in visitors' home markets at around 60 press events each year and through regular press releases. The media team also provides access to extensive research texts on a wide variety of themes ranging from architecture to Viennese wine. The result of this intensive media work is up to 3,000 documented reports on Vienna initiated by the Vienna Tourist Board in print and online media, radio and TV all over the world.

2.4 MARKET MANAGEMENT: COOPERATION WITH THE INTERNATIONAL TRAVEL INDUSTRY

The Market Management department is responsible for Vienna's presence in the offerings of the international travel industry. To this end, the team makes around 120 business trips all over the world every year. Team members represent Vienna at trade fairs and shows, workshops for the travel industry, and special presentations, and organizes participation of Vienna Tourist Board partners at these events. In Vienna, they assist the 900 or so representatives from the international travel industry. Key topics are the luxury travel segment, LGBT marketing, and air service development.

Since Vienna's success as a business location, tourist and congress destination also depends on its being accessible by air, in April 2016 the Vienna Tourist Board and Vienna International Airport signed a growth agreement entitled "Air Service Development Vienna." The aim is to bring additional airlines to Vienna, promote direct flights, and convince decision makers of Vienna's advantages as a central European transportation hub. The "Market Management" department is responsible for cooperation with airlines and for conducting campaigns related to air service development, and for airline marketing.

2.5 VIENNA CONVENTION BUREAU : SUCCES WITH LONGTERM ACQUISITION

The Vienna Convention Bureau of the Vienna Tourist Board acquires congresses, corporate conventions and incentives worldwide. It was established in 1969 by the City of Vienna and the Vienna Chamber of Commerce. In 2016 it organized more than 4,000 congresses and meetings in Vienna, resulting in 1.7 million bednights and a value added of more than a billion euros. According to the current rankings of the International Congress and Convention Association ICCA (2nd place) and of the Union of International Associations UIA (4th place), for many years Vienna has been one of the world's top meeting destinations.

In this area too, the Vienna Tourist Board operates on a non-profit basis. Its successes benefit primarily Vienna's congress centers and hotels, and PCOs (professional congress organizers) who handle commercial aspects of the meetings. The Vienna Convention Bureau provides detailed information about everything Vienna has to offer as a convention resort on the website www.viennaconvention.at. It also publishes the brochure "Meeting in Vienna" which offers a summary description of Vienna's assets for conference organizers in English, German, French, Russian, and Chinese.

2.6 CORPORATE PUBLIC RELATIONS: THE INSTITUTION IN THE PUBLIC EYE

Corporate Public Relations, a staff unit of the management, is responsible for the way in which the Vienna Tourist Board is perceived by the general public. Apart from disseminating information about the work of the Vienna Tourist Board, this staff unit aims to promote a general awareness of the tourist industry among private and public institutions, emphasizing the role of Vienna's incoming tourism as a significant economic factor for the City of Vienna. This is particularly important where the work of the Vienna Tourist Board exceeds conventional destination marketing and visitor services and strives for active cooperation in the development of the product.

The department reports on the activities of the Vienna Tourist Board in regular [press releases](#) and at press conferences. [Industry news](#) is published monthly for Vienna's tourist industry and occasion-related summaries of significant activities organized by the Vienna Tourist Board are produced for senior decisionmakers in Vienna politics and industry. The processing of media requests, preparation of the [annual report](#), articles in trade publications and the editorship of the B2B website (b2b.vienna.info) also fall under this office's purview.

2.7 BUSINESS DEVELOPMENT & STRATEGIC PARTNERSHIPS: COLLABORATIONS AND NETWORKING

The Business Development & Strategic Partnerships staff unit consolidates and bundles the crossdepartmental agendas of the Vienna Tourist Board. This includes mainly tourism policy – local, national and international – and business development in the form of new partnerships and collaborations. Through active collaboration with local and international players both within and outside the tourism industry, this department has primarily coordinating functions – for example within the scope of tourism policy in cooperation with departments of the City of Vienna, the Austria National Tourist Office and the provincial tourism organizations, consortium towns and the Federal Ministry for Sustainability and Tourism. The section also advises and supports the departments in the implementation of new technologies, thus expediting the digitization of the organization.

2.8 COMMERCIAL SERVICES: ORGANIZATIONAL BACKBONE OF THE VIENNA TOURIST BOARD

As the backbone of the organization, the Commercial Services department is responsible for a wide range of areas, from HR, controlling and accounts, to organizational development. IT, logistics and facility management are also the responsibility of this department. The goal of the department is frictionless processes tailored to the needs of the users, powered by digitization and automation.

3 The Vienna Tourism Industry and its Economic Importance

Vienna is one of Europe's most successful city tourism destinations. In a Europe-wide survey of visitor overnights that also takes into account the tourist traffic generated in the environs of major cities, the "Greater Vienna" region has ranked among the top ten for decades. In 2017,

Vienna recorded more than 16 million overnight stays. In its core area (within the city limits), Vienna documented some 15.5 million overnights in 2017 (12.7 million attributable to visitors from abroad), with some 7.1 million arrivals. According to economic surveys, the annual value added generated by tourism in the core Vienna area (direct and indirect benefits) amounts to some 3.67 billion euros. This represents approximately 4.2% of Vienna's gross regional product, and some 11.3 % of tourist value added for the whole of Austria. The "world capital of music" offers its visitors the world famous Vienna Philharmonic Orchestra, four opera houses, two imperial palaces, around 50 theatres, more than 100 museums, and some 440 hotels or guesthouses with about 67,000 beds.

Visitors to Vienna (core area) come from all parts of the world. The most important countries of origin are listed below together with the percentage of total overnight stays accounted for by each in the year 2017:

Germany	20 %
Austria	18 %
USA	6 %
United Kingdom	5 %
Italy	4 %
Spain	3 %
China	3 %
Russia	3 %
Switzerland	3 %
France	3 %

3.1 WHAT SURVEYS AND STATISTICS TELL US ABOUT THE "AVERAGE GUEST"

According to visitor surveys, the average visitor is 44 years old, is very well educated, and is either an employee or self-employed. He or she travels with a partner, and generally without children. 39% of the city's guests are visiting Vienna for the first time, and 35% of them have already been here more than twice. The main reasons given for visiting Vienna are above all its art and culture, the city's sights, its beauty and architecture, its history and diversity of tourist offerings, as well as its atmosphere and flair. 42% of visitors travel to Vienna by air, 27% by car, while 19% travel by train and 9% by bus. A small number of visitors uses other means of transport ranging from rental cars to yachts and bicycles. The cycle path along the Danube from Passau to Vienna is regarded as one of Europe's finest cycling routes, and yacht owners arriving in Vienna from Western Europe via the Rhine-Main-Danube Canal find a well-equipped marina in the Danube metropolis. What do visitors to Vienna do? The list is topped by sightseeing, followed by visiting museums and exhibitions, dining at restaurants, walking through the city, going on a shopping spree, and frequenting a coffeehouse.

3.2 FROM LUXURY HOTEL TO SIMPLE GUESTHOUSE 67,000 BEDS

Vienna offers a wide range of overnight accommodation, from palaces and international hotel chains to family-run establishments. The Palais Württemberg for example has become the ****Imperial Hotel, the palace of Archduke Leopold Salvator is now the ****Hotel Schloss

Wilhelminenberg. The international chains include familiar names such as Ritz-Carlton, Park Hyatt, InterContinental, Hilton, Kempinski, Marriott, Le Méridien, Sofitel, Radisson, Renaissance, Mercure, Holiday Inn, Starwood or nh; the Austrian chains range from Austria Trend Hotels & Resorts to family-run hotels such as the *****Hotel Sacher, the ****Stefanie and the ****Altstadt Vienna. Of the 67,000 beds in around 440 hotels and guesthouses (including seasonal hotels open only in summer), well over half are in the luxury or first-class category. In 2017, the average length of stay was 2.2 nights, and average bed occupancy 58.9%. This is equivalent to a room occupancy (not measured in Austria) of around 76%. Vienna has the highest bed occupancy rate in all Austria.

3.3 CONGRESSES, COPRATE CONVENTIONS, INCENTIVES

Congresses, corporate conventions and incentives are an important part of Vienna's tourism business. 12% of all Vienna visitor overnights Vienna's convention statistics for 2017 count 4,074 national and international congresses and corporate events with a total of 611,000 participants and 1,874,000 overnights. The congress sector is the main source of revenue for the city's tourist industry. Congress visitors and visitors attending corporate events generate significantly higher revenues than leisure tourists. Their average daily expenditure is around 538 euros per person, whereas the average visitor spends around 256 euros.

The excellent meeting infrastructure, high service standards of congress service providers (PCOs, congress travel agents, interpreters, etc.) and the cultural attractiveness of the city all help make Vienna one of the top destinations for international meetings. The statistics published by the two leading organizations ICCA (International Congress and Convention Association) and UIA (Union of International Associations) regularly show Vienna in a top position among cities around the world. The latest international congress totals confirmed by ICCA for 2017 saw Vienna claim joint second place with Paris. With a total of 190 events, the Austrian capital ranked only behind Barcelona (195) and ahead of fourth-placed Berlin (185). In 2017, the statistics published by the UIA placed Vienna fourth, with 488 international congresses, behind Singapore (802), Brussels (757), and Seoul (639).

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