

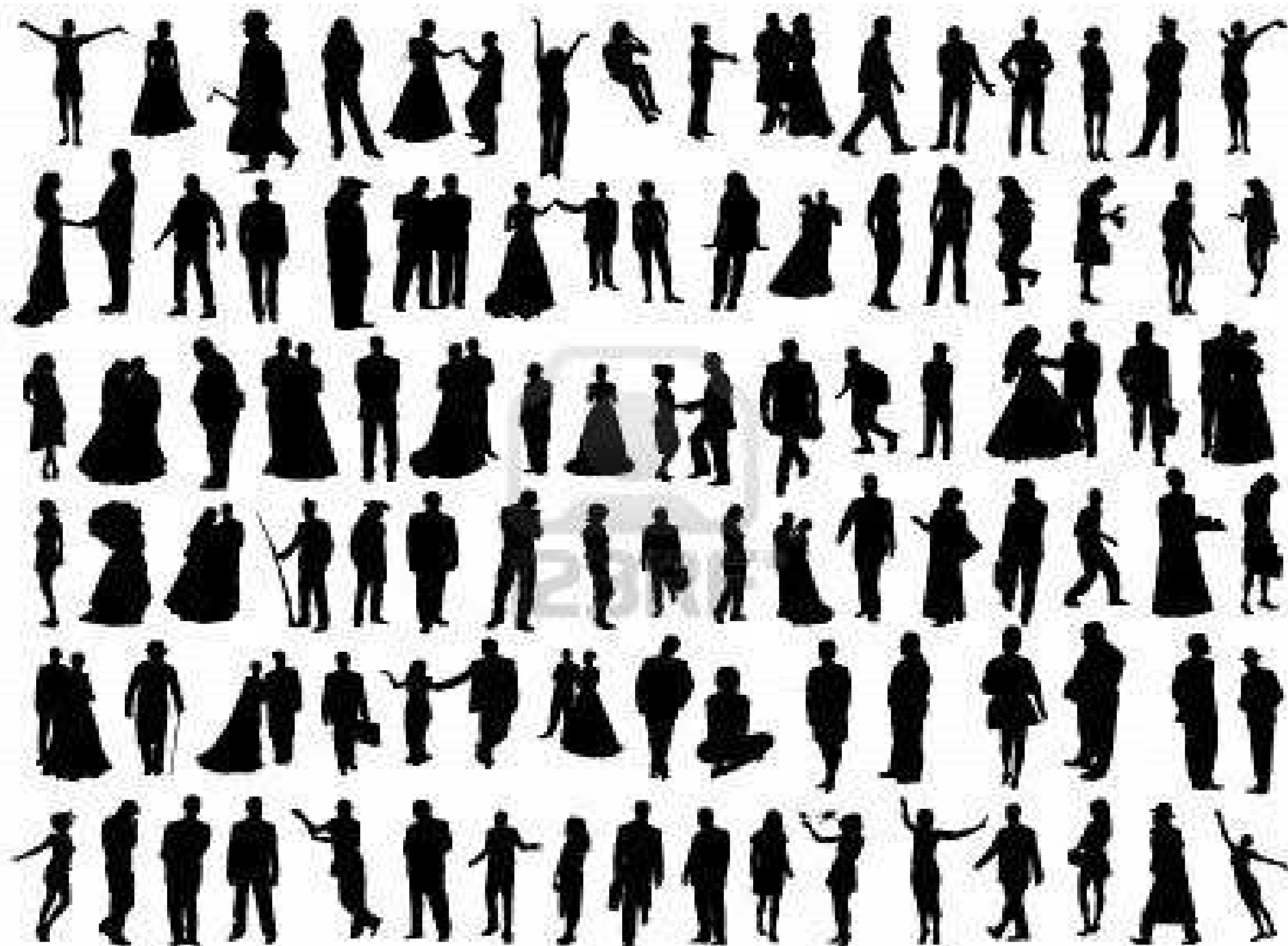
GRAZ

GRAZ

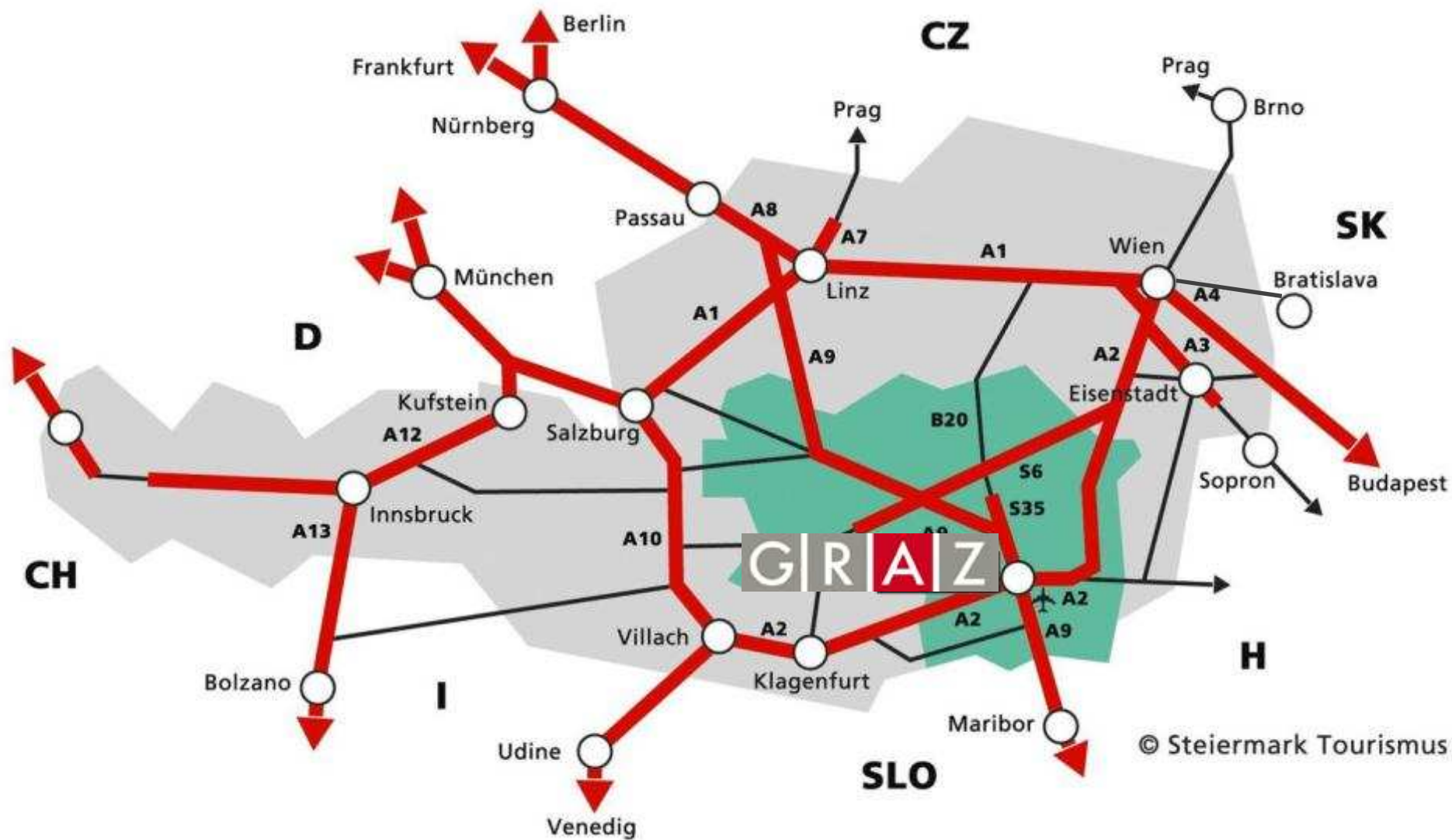
Dieter Hardt-Stremayr

- CEO Graz Tourist Office
- President European Cities Marketing









© Steiermark Tourismus

GRAZ

Some facts

- 17 districts
- 127,5 square kilometres
- 266.000 citizens (290.000 present population)
- # 2 in Austria (size)
- Capital of the province of Styria (Steiermark)
 - European Capital of Culture 2003
 - UNESCO world heritage (Old Town)
 - UNESCO City of Design
 - Austrian Capital of Culinary Delights
 -



access

- Road
- Train
- Air
 - **Austrian Airlines** (Vienna, Düsseldorf, Stuttgart)
 - **Lufthansa** (Frankfurt, Munich, Stuttgart)
 - **Ryanair** (London Stansted)
 - **Airberlin** (Berlin)
 - **Friedrichshafen**, Palma de Mallorca

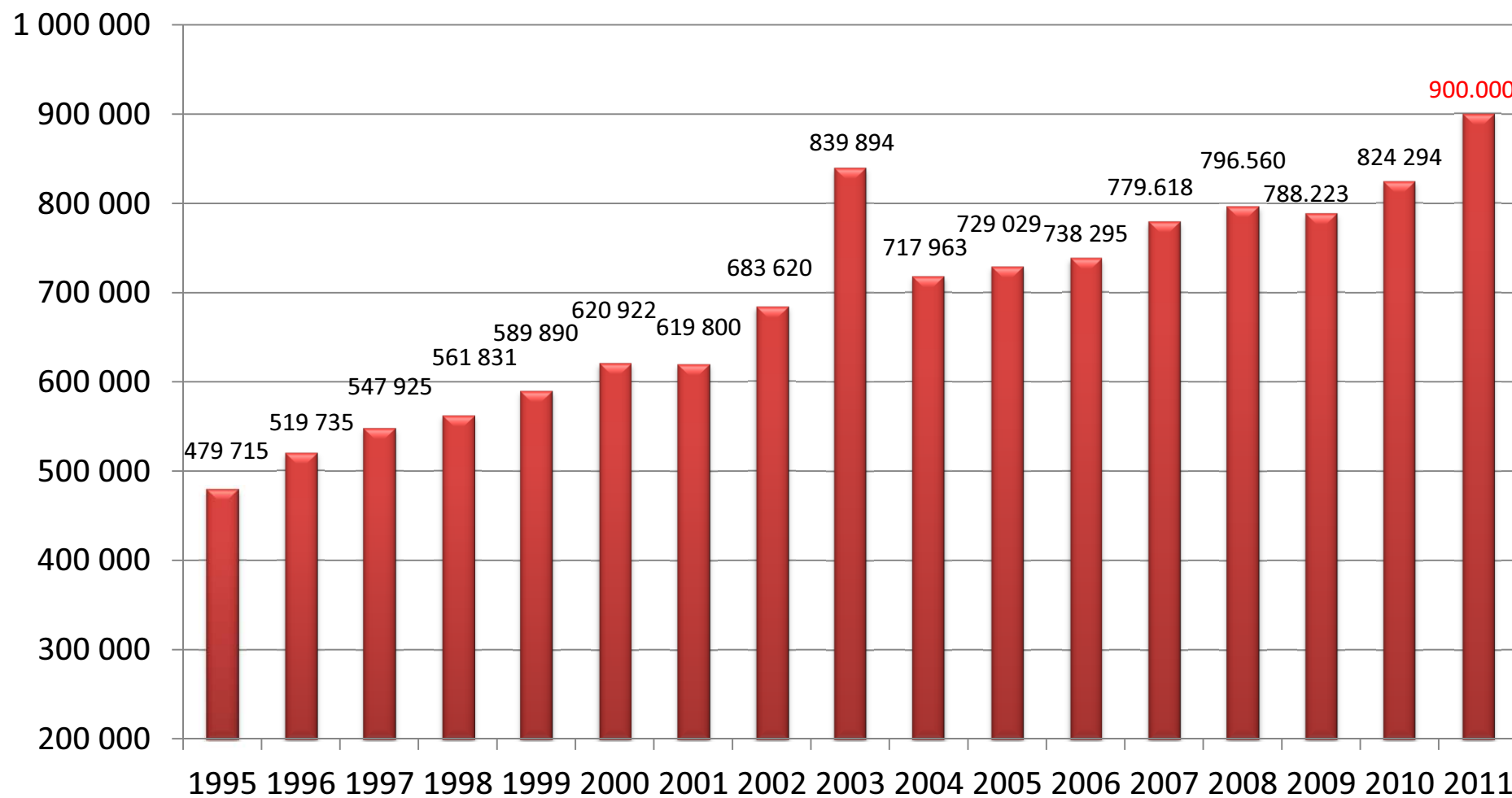


Hotel-beds

	rooms	beds
• 4-Star	1.500	2.600
• 3-Star	900	1.500
• <u>2/1-Star</u>	850	<u>1.200</u>
• Sub-total	3.250	5.300
• <u>Others</u>		<u>1.200</u>
• <u>Total</u>		<u>6.500</u>

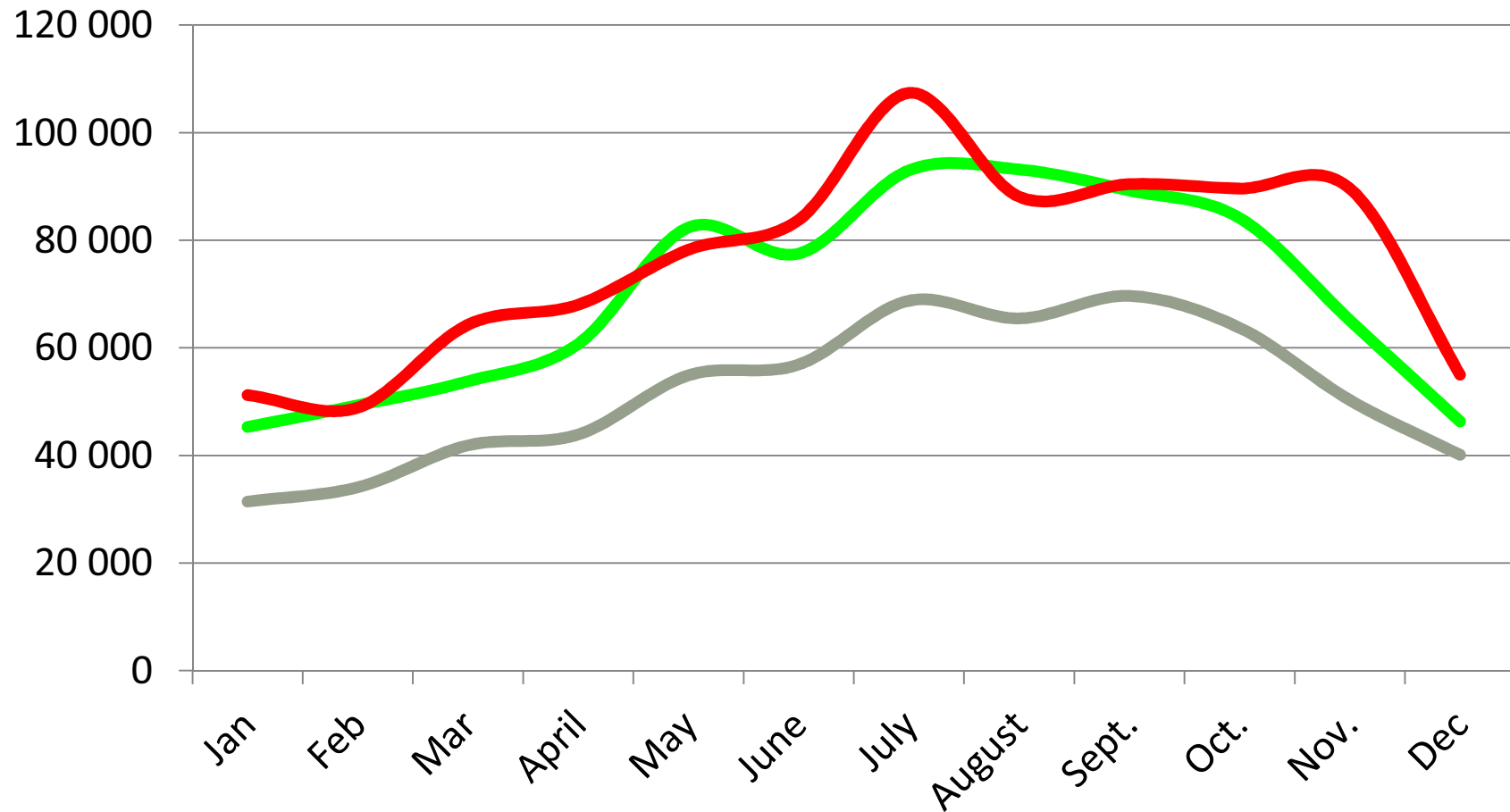
Development of bednights

1995|2011: + 88 %

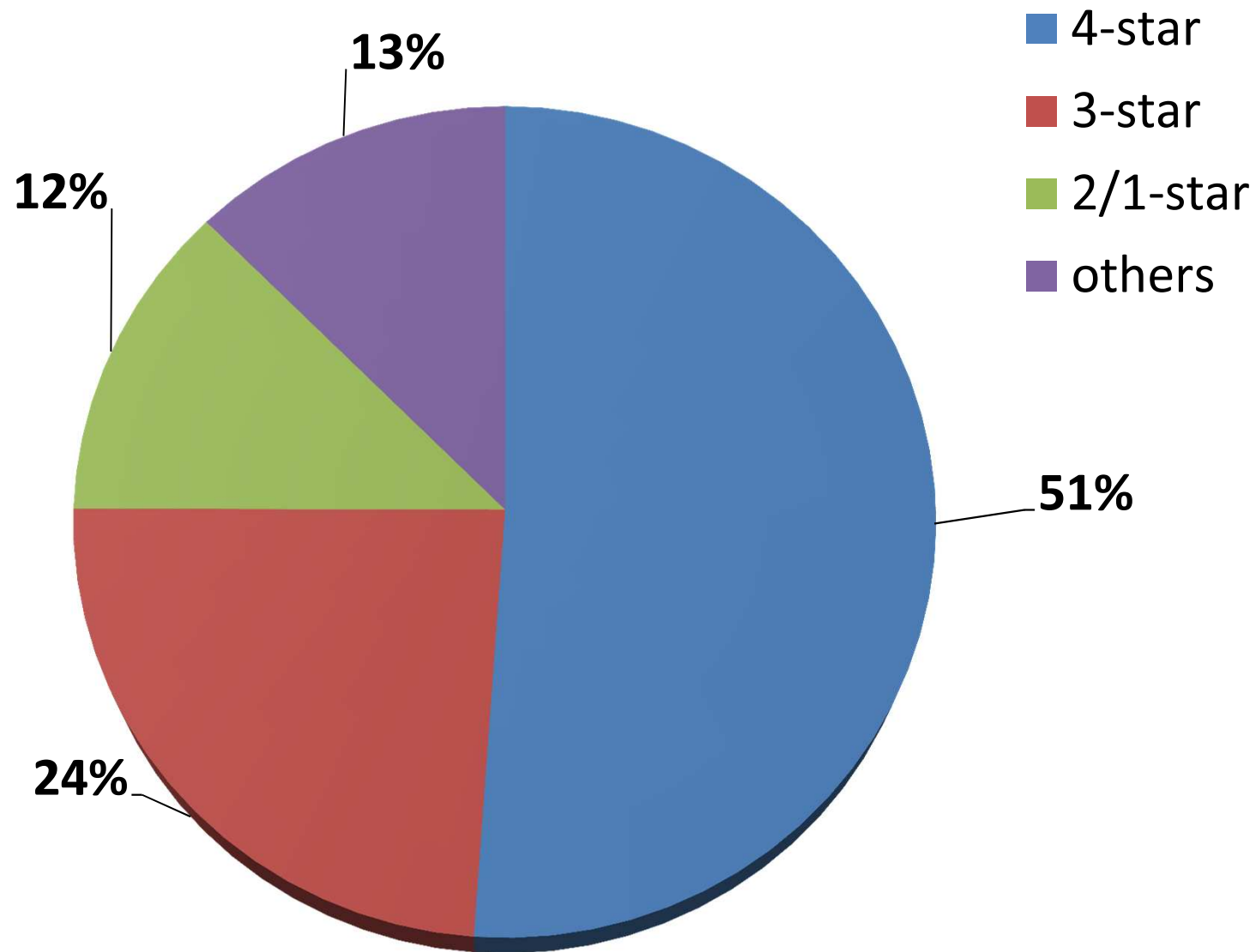


Bednights monthly

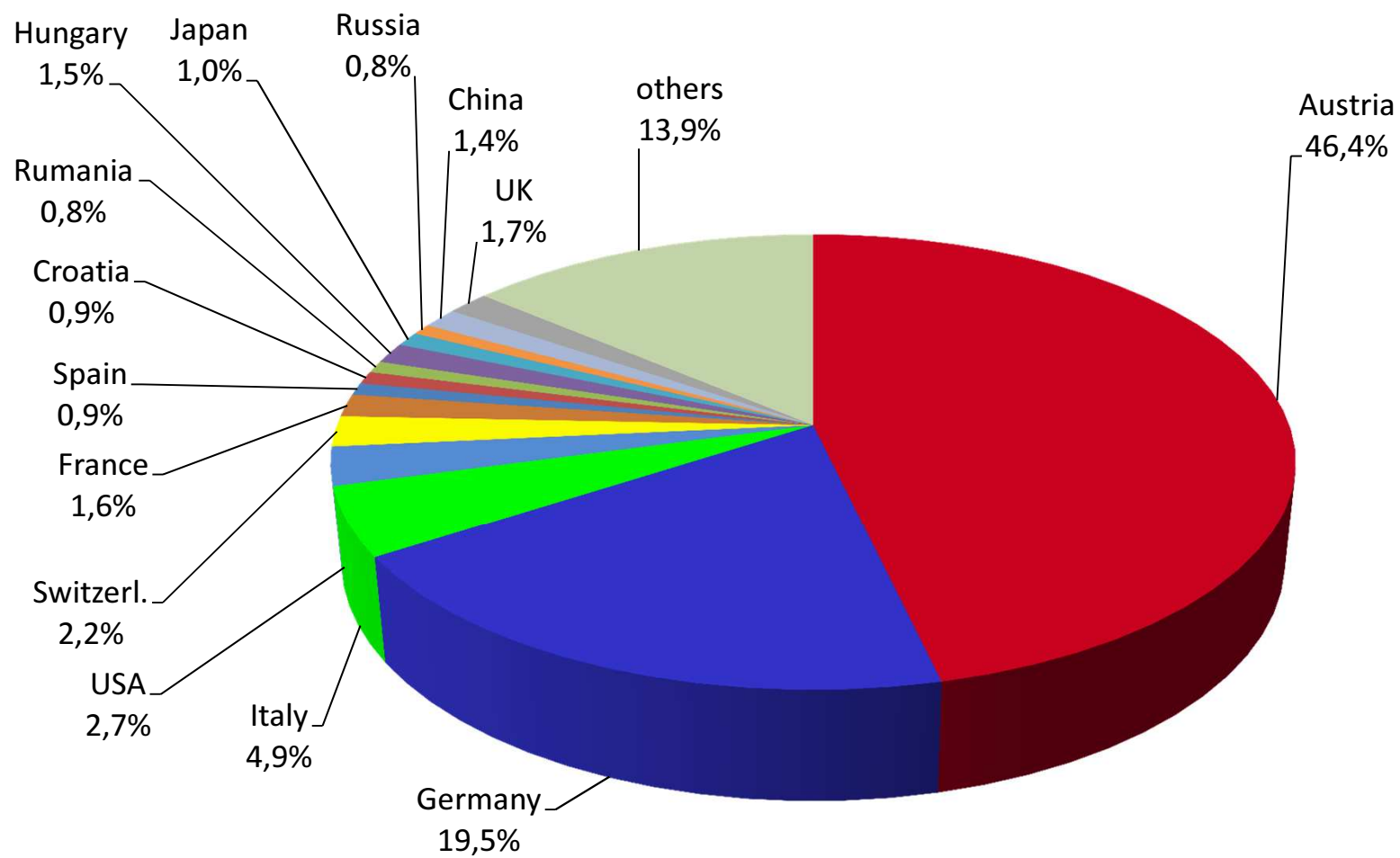
2000 | 2003 | 2011



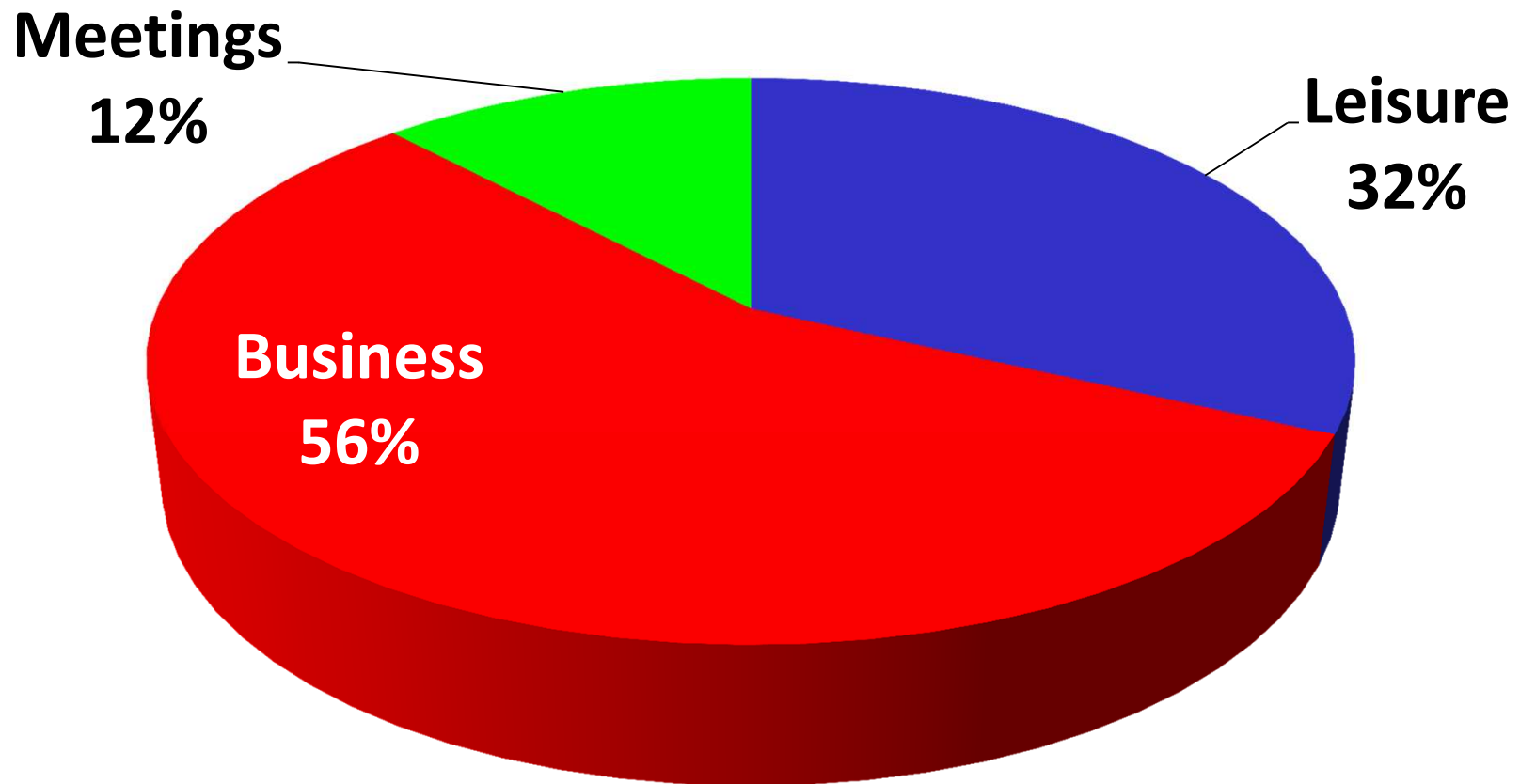
Bednights – star-categories



Source markets



travel-reasons





ORGANISATIONAL ASPECTS

make 1 out of 3



Details of Ownership

“Graz Tourism and Citymarketing Inc.” = Graz Tourist Office

Founded 1990

- 52 % City of Graz
- 24 % Tourist Board
- 8 % Graz Fair
- 8 % Airport
- 8 % Casinos Austria



Governance

Board of Directors/ Supervisory Board

- 4 members City of Graz
- 3 members Tourist Board
- 1 member Graz Fair
- 1 member Airport
- 1 member Casinos

General Assembly

- 52 % City of Graz
- 24 % Tourist Board
- 8 % Graz Fair
- 8 % Airport
- 8 % Casinos Austria

CEO

Tourist Board

- Founded 1992 (based on Tourism Act of Styria)
- 14.000 (!) members in Graz
 - All enterprises based in the City of Graz with an annual turnover of more than € 36.300,--
 - Hoteliers, Restaurateurs pay more; Dentists, Lawyers ect. pay a smaller percentage



Independent
commission decides
about budgets

Who pays how much?

1 = Hotel; 2= spa; 3 = Restaurant; 4= car-rental...

5/6 = shops, pharmacy, 7 = heavy engineering

Umsatzstufe (in Euro)	Beitrags- gruppe 1	Beitrags- gruppe 2	Beitrags- gruppe 3	Beitrags- gruppe 4	Beitrags- gruppe 5	Beitrags- gruppe 6	Beitrags- gruppe 7
ab 3.633.642,00	8.233,00	7.410,00	4.116,00	2.287,00	1.645,00	822,00	411,00
2.906.913,00 bis < 3.633.642,00	6.586,00	5.927,00	3.292,00	1.829,00	1.316,00	658,00	329,00
2.180.185,00 bis < 2.906.913,00	4.939,00	4.445,00	2.469,00	1.371,00	987,00	493,00	246,00
1.962.167,00 bis < 2.180.185,00	4.445,00	4.001,00	2.222,00	1.234,00	888,00	443,00	221,00
1.744.148,00 bis < 1.962.167,00	3.951,00	3.556,00	1.975,00	1.097,00	790,00	394,00	197,00
1.526.130,00 bis < 1.744.148,00	3.458,00	3.111,00	1.728,00	960,00	691,00	345,00	172,00
1.308.111,00 bis < 1.526.130,00	2.963,00	2.667,00	1.481,00	822,00	592,00	295,00	147,00
1.090.093,00 bis < 1.308.111,00	2.469,00	2.222,00	1.234,00	685,00	493,00	246,00	122,00
872.074,00 bis < 1.090.093,00	1.975,00	1.777,00	987,00	548,00	394,00	197,00	98,00
654.056,00 bis < 872.074,00	1.481,00	1.333,00	740,00	411,00	295,00	147,00	73,00
436.037,00 bis < 654.056,00	987,00	888,00	493,00	274,00	197,00	98,00	49,00
218.019,00 bis < 436.037,00	493,00	443,00	246,00	136,00	98,00	49,00	40,00
72.673,00 bis < 218.019,00	164,00	147,00	81,00	45,00	43,00	40,00	37,00
36.337,00 bis < 72.673,00	90,00	81,00	45,00	40,00	40,00	37,00	36,00
Mindestbeitrag < 36.337,00	45,00	40,00	36,00	36,00	36,00	36,00	36,00

Income Tourist Board

Tourism Tax

approx.

€ 1,4 Mio. p. a.

Bed Tax

approx.

€ 500.000 p. a.

- € 750.000,-- for Graz Tourist Office
- € 1.000.000,-- for events, campaigns ...
- € 150.000,-- administration, General Assembly, housekeeping, meetings ...
- No operational activities

financing

Graz Tourism and Citymarketing

- Fixed by a financing treaty:
 - € 750.000,- Tourist Board
 - € 1.800.000,-- City of Graz
- Self financing
 - Ca. € 350.000,-- Incoming-Travel-agency, souvenirs, commission for hotel-booking, advertisements, cooperations ...

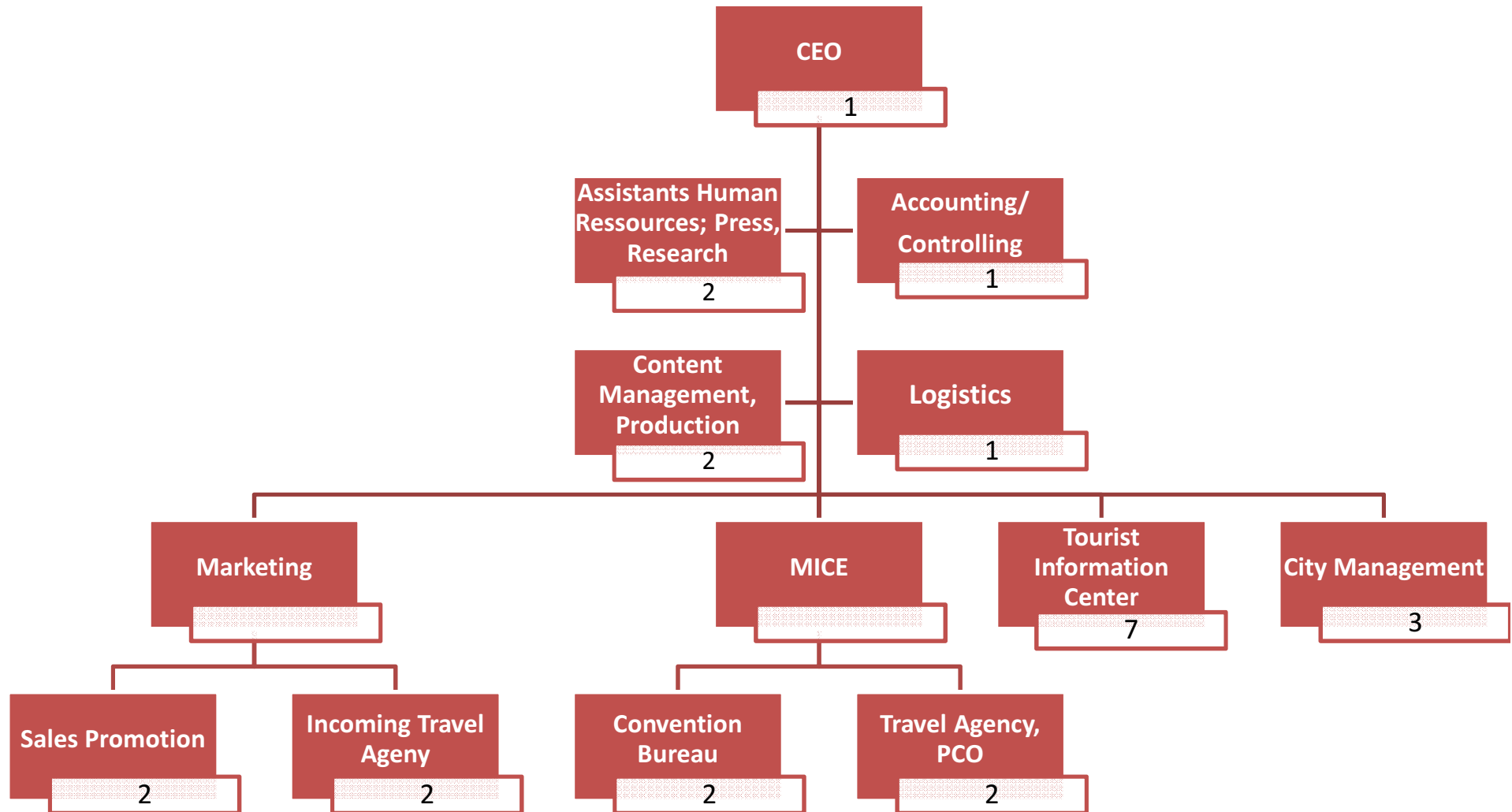


Our goals

- A high profile on the international source-markets
- Added value by tourism
- More bed-nights
- forming a network between the fields of culture, industry, science ...
- More inner-city shopping



Our structure



Marketing, Sales Promotion, International Press

- Service for
 - Tour Operators
 - Travel Agents
 - Coach-Companies
 - Familiarization Trips
 - Press Trips
 - Trade Shows ...
- Press
 - Press releases
 - Press conferences
 - Press trips ...



Incoming-agency

- Bookings of
 - Group travel
 - Individual packages
 - Incentives



MICE – Congress-Service

- **Non-profit Convention Bureau**
 - Objective advice
 - Bid manuals
 - Site Inspections
 - Help with financial support
 - Hotel-allocation
 - Reservation of event-locations
 - website
 - Production of leaflets, videos etc.



MICE Congress Service

- **Profit-Center** PCO (hotel-bookings - Professional Congress Organiser)
 - Hotel-allocation
 - Hotel-booking
 - Social programmes
 - Registration
 - Budgeting



Tourist Information Center

- Tourist Information Center “City”
 - Tourist Information
 - Hotel-bookings
 - Tickets, round-trips, city-tours
 - souvenirs
- Call-Center back office
 - Tourist Information
 - Inquiries
 - Hotel-bookings
 - Internet



Support

- Logistics
- Production (Brochures, Leaflets ...)
- Content-Management
- Local Press, Human Resources, Research
- Accounting & Controlling
- Management







KOŠICE2013
EUROPEAN CAPITAL OF CULTURE

SECRETS OF SUCCESS



Welcome to Vienna. The
most beautiful suburb
of GRAZ.

WILLKOMMEN IN WIEN.
DEM SCHÖNSTEN
VORORT VON GRAZ.

GRAZ ZWEITAUSEND DREI
KULTURHAUPTSTADT EUROPAS

A GREAT CAMPAIGN

HAVE THE PROPER SIZE

(200.000 – 800.000 inhabitants work best)



PROUD LOCALS!



THE PROJECT HAS TO BE BIG ENOUGH

to be able to influence the identity of the place



COMMON POLITICAL WILL



**DISTINCTIVE, UNIQUE
PICTURES!**



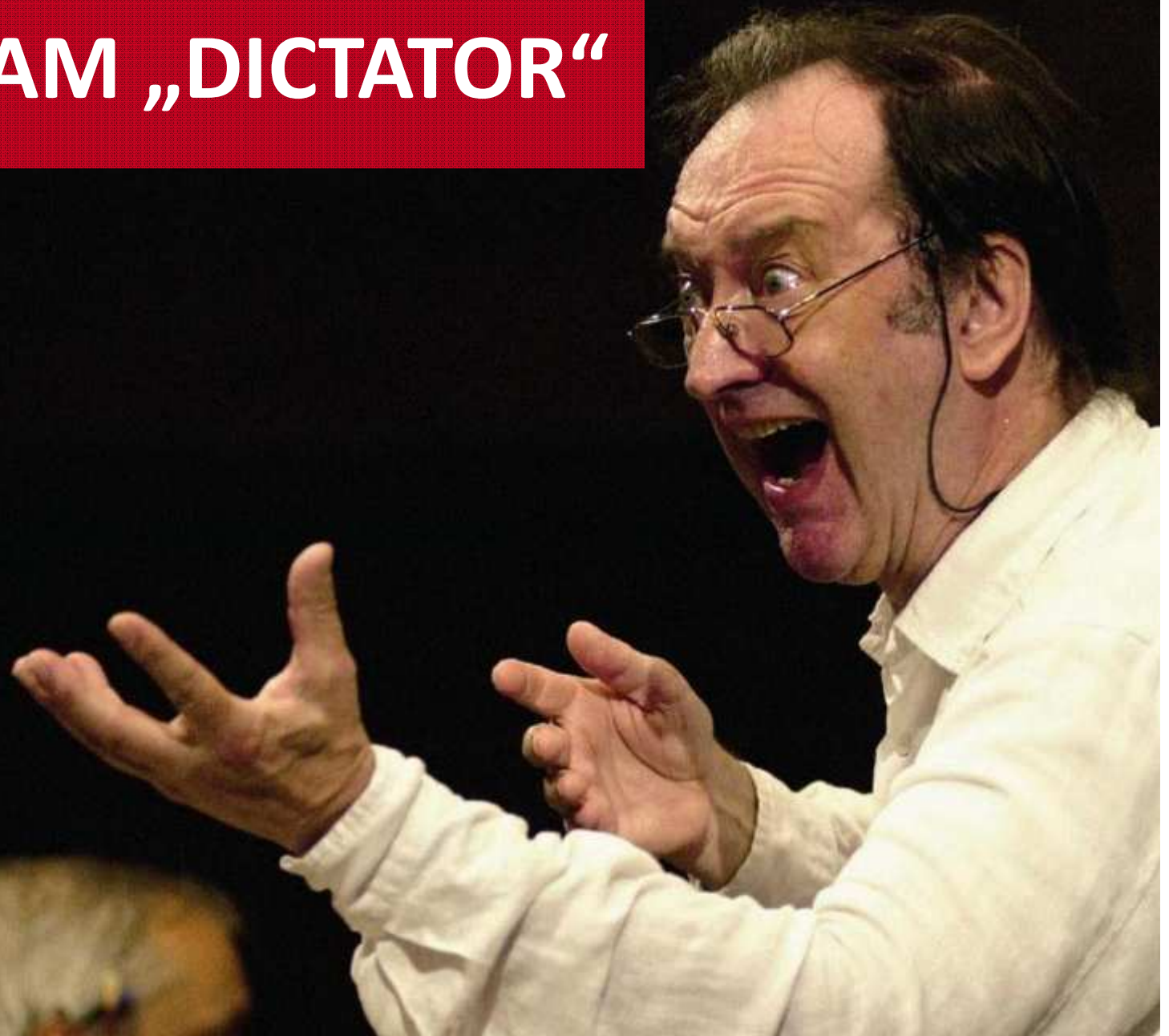
**BE A CITY OF CULTURE
ANYWAY**



A MOTIVATED TEAM



A PROGRAM „DICTATOR“



SUFFICIENT BUDGET

- 2003-programme (€ 58,6 Mio)
 - for projects € 37,3 Mio.
 - Marketing, Press € 13,8 Mio.
 - Other spendings € 7,5 Mio.
- Additional spending (€ 107,7 Mio)
 - Kunsthaus € 53,0 Mio.
 - Civic Centre € 38,3 Mio.
 - House of literature € 3,4 Mio.
 - Kid's Museum € 3,5 Mio.
 - Concert Hall/List Halle € 9,5 Mio.

ONE PEACE OF ADVICE

If I'm allowed ...



KOŠICE2013
EUROPEAN CAPITAL OF CULTURE

KOŠICE2013

GRAZ

**THANK YOU VERY MUCH
FOR YOUR ATTENTION**



GRAZ

GRAZ

Some effects

- Public space becomes more attractive
- Improved bureaucratic procedures
- Push for City-branding
- International awareness
- New means of communication (Web, Print)
- New local and international networks
- New chances for the creative industries


Effects on infrastructure

- Island in the River
- Kunsthaus Graz
- House of Literature
- Civic Hall
- Kid's Museum
- Main Square (renovated)
- List-Halle (new concert hall)
- Main Station

the focus of the program

- not the classical music (no Mozart, no Strauss)
- not the Rembrandts
- not the historic city
- but **contemporary and modern art**





**MANY THOUGHT WE WOULD BE THE
MOST PROGRESSIVE CULTURAL CITY OF
EUROPE.
FROM NOW ON.
FOREVER.
FOR CONTEMPORARY ART IN PARTICULAR.**

SOME RESEARCH IN 2003.

“What do you tell your friends and relatives back home about Graz?”

the old part of town



great wining and dining



Confusion instead of conclusions

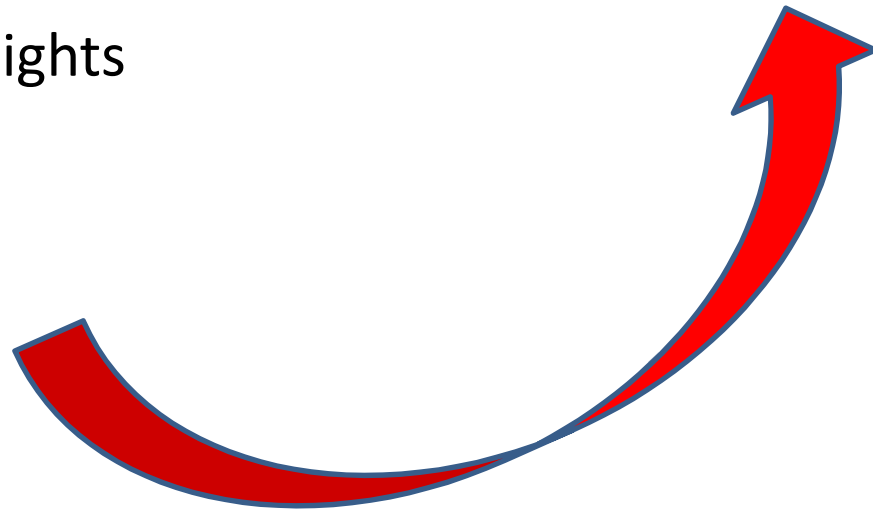
- The main reason for Graz-city-breaks in 2003 was the program of the Cultural Capital.
- The program was quiet modern, was about contemporary art, was far from classical music and old masters.
- **But** the vast majority told us NOT to be interested in contemporary productions
- The dominating memories: **The “old” values.**

Some conclusions - finally

main reasons to travel to cities still are:

1. sights
2. atmosphere
3. culinary delights
4. museums
5. shopping

- Let's play the contemporary art on a different field and/or in a different way



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