



## Austria – Business Unlimited!

Austria provides ideal conditions for organizers of meetings, incentives, conventions and events, offering a diverse and specialized range of services backed by many years of experience in the tourism industry. Excellent accessibility, a state-of-the-art infrastructure, varied locations and above all high-quality service and hospitality are the factors that distinguish the MICE industry in Austria – Austria has not repeatedly been voted the most popular destination worldwide for nothing!

According to ICCA's 2006 rankings (International Congress and Convention Association), published in April 2007, Austria as a country is listed 8th in their league table of the most popular convention destinations worldwide.



Panorama of Vienna with St. Stephen's Cathedral

©Austria Tourism, Wiesenhofer

### “Vienna waits for you ...”

Experience Vienna's unique flair! The Viennese Waltz, Viennese Art Nouveau, the Vienna Philharmonic Orchestra are all well-known across the globe. Experience Vienna in the narrow alleyways of the Old Town, in the Biedermeier houses, baroque palaces, theatres, concert halls, museums and galleries. With an international airport only 19km from the city centre, which is accessible in 16 minutes by the city airport train, it is easy to understand Vienna's increasing popularity as a meetings destination.

### “Lower Austria – the land round Vienna”

Austria's largest province markets its convention business with the slogan “culture to delight in and meetings to enjoy”. This region extends north and south of the Danube. Lower Austria surrounds Vienna with its great diversity, its wine-growing areas, forests, mountains in the south and UNESCO World Heritage Sites such as Wachau and Semmeringbahn.

### “Burgenland – that is the way I would like to meet”

Visitors to Burgenland are enticed to come back again and again to this province with its breathtaking scenery, exciting cultural life, tempting culi-

nary delights, fine wines and hot thermal springs. Burgenland provides an unforgettable experience for every visitor and a magnificent setting for congresses, seminars and incentives.



Graz Convention Centre ©Austria Tourism, Wiesenhofer

### “Styria – add some fresh colour to your events!”

The green heart of Austria is a multifaceted and exciting meeting location, offering countless possibilities for the organization of any type of MICE event. The province capital, Graz, is a UNESCO World Cultural Heritage Site and the second largest city in Austria. The city is the ideal setting for select congresses and events. Styria has “green appeal”:

The capital Vienna has an even more impressive ranking according to the city rankings of ICCA and tops the chart as the most popular city for international meetings.

The “austrian business and convention network (abcn)” has the task of showcasing Austria as the perfect destination for meetings, incentives, conventions and events and produces a special abcn planners' guide, which can be ordered free of charge by sending an e-mail to [abcn@austria.info](mailto:abcn@austria.info).

Austria, together with joint host Switzerland, will be organizing the European Football Championship in 2008 (EURO 2008). In Austria, matches will take place in Vienna, Salzburg, Innsbruck and Klagenfurt.

the Dachstein glacier, mountains, gorges, valleys and clear rivers turn an incentive into an unforgettable event.

### “Upper Austria – meet motivate”

Upper Austria, the land between the Böhmerwald Forest, the Danube region, the Salzkammergut and the Alpine mountain range, offers a wide variety of inspiring event possibilities amidst breathtaking scenery. The province capital Linz together with the towns of Wels and Steyr offer a wealth of impressive meeting venues.

### “Salzburg – culture, nature, tradition”

With its unique combination of culture, lakes and mountains, organizers will find just the right setting to meet their needs and their participants are guaranteed an unforgettable experience. Mozart, Salzburg's most famous son, still attracts thousands of visitors every year as does the annual Salzburg Festival.

### “Convention Carinthia – meeting in the sunny south”

You won't find dull or uninspiring venues in Convention Carinthia. Set amid stunning mountain ranges and crystal clear lakes, Carinthia offers the perfect balance between productivity and relaxation. The

Mediterranean climate and lifestyle combine to create an atmosphere where clear, creative thinking can take over. Convention Carinthia offers the best possible environment for memorable and productive meetings!

### “Tirol – one of the greatest places to meet”

In the Tyrol, there are no limits to the imagination of event organizers. The building blocks for varied and unusual supporting programmes are available in the stunning scenery and climate like “raw diamonds”. The region's experienced meetings specialists are happy to combine these building blocks according to customer requirements adding their expert finishing touch. The province capital, Innsbruck, has an international airport and offers a variety of top-class venues.

### “Vorarlberg – curtains up!”

Work where others go on holiday! Vorarlberg is a lively business location with an active cultural life and the highest quality of recreational opportunities. The dimensions are smaller than elsewhere, the proportions more harmonious. Bregenz, Dornbirn and Feldkirch provide professionally-run convention centres with state-of-the-art conference technology.



Innsbruck in autumn

©Austria Tourism, Mallau



Vienna Museum of Natural History ©Austria Tourism, Popp



Yoga meditation at a brook ©Austria Tourism, Fankhauser



Valsertal, Brenner ©Austria Tourism, Mallaun



Bregenz ©Austria Tourism, Pigneter

## Incentive Ideas in Austria

Whatever you're looking for, Austria can provide it - in Austria, it's business unlimited!

### History meets high-tech

Whether you're looking for an historical setting or a modern high-tech venue, whether you want history to come alive for your guests or you want a futuristic theme, Austria can find what you're looking for. How about a dinner event in an historic setting? In the daytime, the preserve of dinosaurs and other animals, the magnificent domed hall of the Museum of Natural History can be transformed into a banquet hall in the evening. In days gone by, only the emperor travelled on the steam train, "Majestic Imperator". Today you, too, can be pampered on this nostalgic train ride, which winds its way around the outskirts of Vienna. Listen to the strains of gypsy music



Spanish Riding School ©Austria Tourism, Lammerhuber

as you dine on appetizing culinary specialties in the dining car. A visit to the Spanish Riding School at Vienna's Imperial Palace - one of the oldest riding schools in the world - is a must. Groups can find out about the history of the riding school and the training of horse and rider! For something high-tech, visit the world of virtual reality at the Ars Electronica Center in Linz. In this unique digital media centre, guests have access to any number of interactive facilities:

try things out, play, be creative and learn. In the "Cave", guests can dive into the world of virtual reality. Belt up and take off in the ultimate flying machine: "Humphrey II" or test your strength at a tug of war!

### Wellness meets action

Whether you're looking for spills and thrills or pure hedonistic pleasure, there's just the right incentive to



Racing on ski-doo ©fun factory

help keep your head free for business in Austria. For thrills, try a James Bond-type incentive in the Tyrol. "Diamonds are forever" lets you play the famous British secret agent for the day as you search for the blue diamond, with tips and hints from "Q" and "M" on the way. Experience an ice-cold thrill when you go wild water rafting or race down the glaciers on ski-doo's. End up in the casino in Innsbruck for a cocktail and find the diamond in the "Kristallwelten" in Wattens. A wide range of wellness treatments are available in business hotels throughout Austria and special programmes can be arranged for groups. Styria offers the largest spa region in Europe with 5 thermal spa towns located within an area of 90km.

### Summer meets winter - be a sport!

Whether you want to try out a new trend or enjoy the classical winter sports, savour the pristine-white winter landscape during a sleigh ride or



Mountain biking ©Austria Tourism, Fankhauser

in summer experience picturesque vineyards and luscious-green summer pastures with bell-jingling alpine cattle - Austria has something for everyone, whatever the season. Burgenland, Lower Austria and Carinthia offer wine tasting and plenty of trendy summer sports such as Nordic Walking, mountain biking, sailing and windsurfing, golf or horse riding. In

the Salzburg Festival. Visit the many castles and palaces outside the cities: Schloss Esterházy in Burgenland or Schloss Hellbrunn in SalzburgLand for example.

### Lake meets mountain

Whether you're looking for an Alpine challenge or a refreshingly cool dip in a lake, whether you prefer impressive mountain scenery or a tranquil lakeside setting, Austria can offer you both. How about building a seaworthy raft with your team or going on a survival training course in Carinthia? Try your hand at orienteering with map and compass, light a campfire and build an emergency shelter, find something you can eat from the



Lake Schwarzsee near Kitzbuehl, Tyrol ©Austria Tourism, Pigneter

Salzburg and the Tyrol, there are winter sports attractions in abundance.

### City meets countryside

Whether you want to live it up in the city or yearn for an idyllic country retreat, whether you want a modern, state-of-the-art setting or want to experience the traditional Austria - just take your pick. Austria offers plenty of modern convention centres in cities but also idyllic rural venues in the mountains or lakes. Enjoy the city life during one of the many festivals such as the Bregenz and Feldkirch Festivals in Vorarlberg or

surrounding countryside and learn how to purify water for drinking! In the Alps, try snow shoe rambling, a husky race or a winter Olympics in winter and in summer roll down a hill in a large plastic ball at a speed of 40km/h or go asphalt tobogganing! For further ideas see [www.abcn.at](http://www.abcn.at) or the MICE websites of the individual Austrian federal provinces (see p. 37).



Salzburg, Getreidegasse ©Austria Tourism, Wiesenhofer



Sleigh ride ©Austria Tourism, Himsel



Summer Riding School, venue of the Salzburg Festival ©Tourism Salzburg



Wild water canoeing ©Austria Tourism, Fankhauser