



VIENNA

CONVENTION BUREAU

Christian
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Mission Statement

We implement and execute all necessary
activities to support and increase the
meetings industry
in Vienna (conferences, meetings,
incentives)

Vienna Convention Bureau

We take care of

Meeting Industry

- Association meetings
- Corporate meetings
- Incentives
- Rotating exhibitions

And sometimes large events

- European Football Championships
- MTV Awards
- Etc.

Vienna Convention Bureau

1969 founded

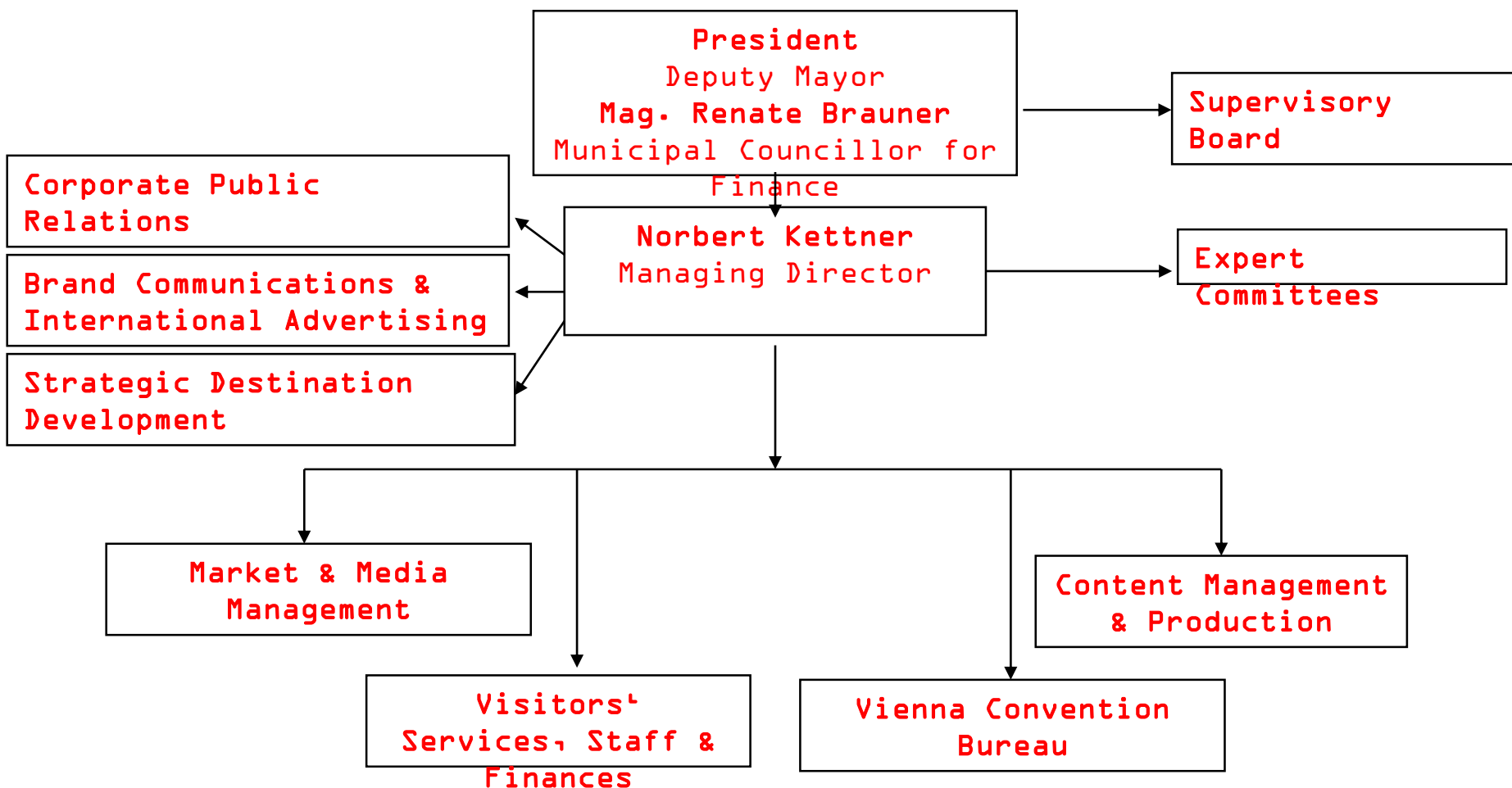
by City of Vienna + Vienna Chamber of Commerce
Marketing Budget

Vienna Tourist Board
Infrastructure

Part of Sales Promotion Department

1991 becoming own department

Vienna Tourist Board



Vienna Tourist Board

- President – nominated by City Government
- Board of Directors – 17 members
- CEO – Five year contract
- Non-profit organisation

Vienna Tourist Board Budget 2014

Total: € 24,5 Mio

- 69% City Tax
- 11% Subvention by the city
- 2% Vienna Chamber of Commerce
- 18% Own Income

City Tax

3,2 % of the net room rate paid by the guest

includes all hotels as well as private appartements
rented out to tourists

by law – City Tax goes by 100% to the Vienna
Tourist Board

Vienna Convention Bureau - Governance

Board of Directors

- 5 representatives City of Vienna
- 5 representatives Vienna Chamber of Commerce
- Chair changes every year between a representative of the City of Vienna and of the Vienna Chamber of Commerce

Vienna Convention Bureau 2014 Budget / Income

Total budget: 2,6 Mio €

20 % City of Vienna

20 % Vienna Chamber of Commerce

45 % Vienna Tourist Board

15 % Sponsors, Marketing Cooperations

Vienna Convention Bureau has NO members!

Vienna Convention Bureau 2014 Budget/Expenditure

Total Budget: 2,6 mio €

- 34 % Staff
- 59 % Marketing (Advertising, Trade Fairs, Workshops, Study Groups, Individual Site Inspections)
- 7 % Travel costs, Internet etc.

Vienna Convention Bureau 2014 Budget



Special cost item:

Vienna Meeting Industry Study 2014/2015:

€ 230.000,-

Vienna Convention Bureau the „USP“s



NO MEMBERS

NO COMMISSIONS

NO dedicated Ambassador Program

INDEPENDENT

100 % focus on client

Vienna Convention Bureau – Staff Development



1991	1 man
1992	+ 2 women
1993	+ 3 women
1995	+ 4 women
2000	+ 5 women
2004	+ 8 women
2005	+ 9 women
2008	+ 10 women



Vienna Convention Bureau



- Acquisition
- Service to Clients
- We are the clients voice in the city
- Lobbying for the local Meetings Industry
- Statistics

Vienna Convention Bureau

What it needs:

- Accessibility
- Variety of Meeting Infrastructure
- Hotelinfrastructure – Hotels understanding the Meeting Industry
- Excellent public transport
- A city which works
- Meetings oriented service industry
- A focussed Convention Bureau
- Good reputation

Vienna Convention Bureau

What the client gets:

- 24 hours response time
- Focus on his/her needs
- Green Meeting Certification
- Medical compliance advice
- Network with other clients



Vienna Meetings Industry Report 2012

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Vienna Meeting Industry Report

- Statistical Research started 1991
- Economical Reserach started 1991
- Delegate behaviour and expectations study started in 2009

Overview Meetings Industry Vienna 2012

	Number	Persons	Overnights
Congresses	1.146	367.127	1.263.198
national	439	116.338	143.951
international	707	250.789	1.119.247
Corporate Events	2.330	130.882	257.972
national	998	47.794	61.374
international	1.232	83.088	196.598
Total	3.376	498.009	1.521.170



Value for the City and the Country

Economic Impact Meetings Industry in Vienna - 2012

■ contribution to the GDP	786,05 Mio €
■ tax income State	222,92 Mio €
■ tax income Vienna	26,62 Mio €
■ jobs secured	14.606

A photograph of numerous international flags hanging from metal poles against a light-colored stone wall. The flags are arranged in a row, with some partially visible on the left and others extending towards the right. The flags include the flag of Iran, the flag of the United States, and the flag of Georgia, among others. The scene is brightly lit, suggesting daylight.

A world leading
convention destination

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Vienna – Arrival and Transportation

- 16 minutes by CAT – City Airport Train to the heart of Vienna
- On line tickets

Transportation



Special Convention Ticket

- Unlimited use of the public transport network
- Minimum quantity 100 tickets
- No photographs or special procedures necessary
- Price per ticket for 3 days: € 15,50
- for every additional day € 2,10
- Congress badge can be used as ticket



Special Convention Ticket

Individual version – on line purchase by delegates:

- 10% discount on the convention ticket rate if purchased online
- delegate can choose between 1 to 7 days
- CAT ticket can also be integrated
- Payment with credit card
- Delegate will receive a pdf document (similar to a boarding pass) which they can print out and use as a ticket

Info



Die Stadt gehört Dir.

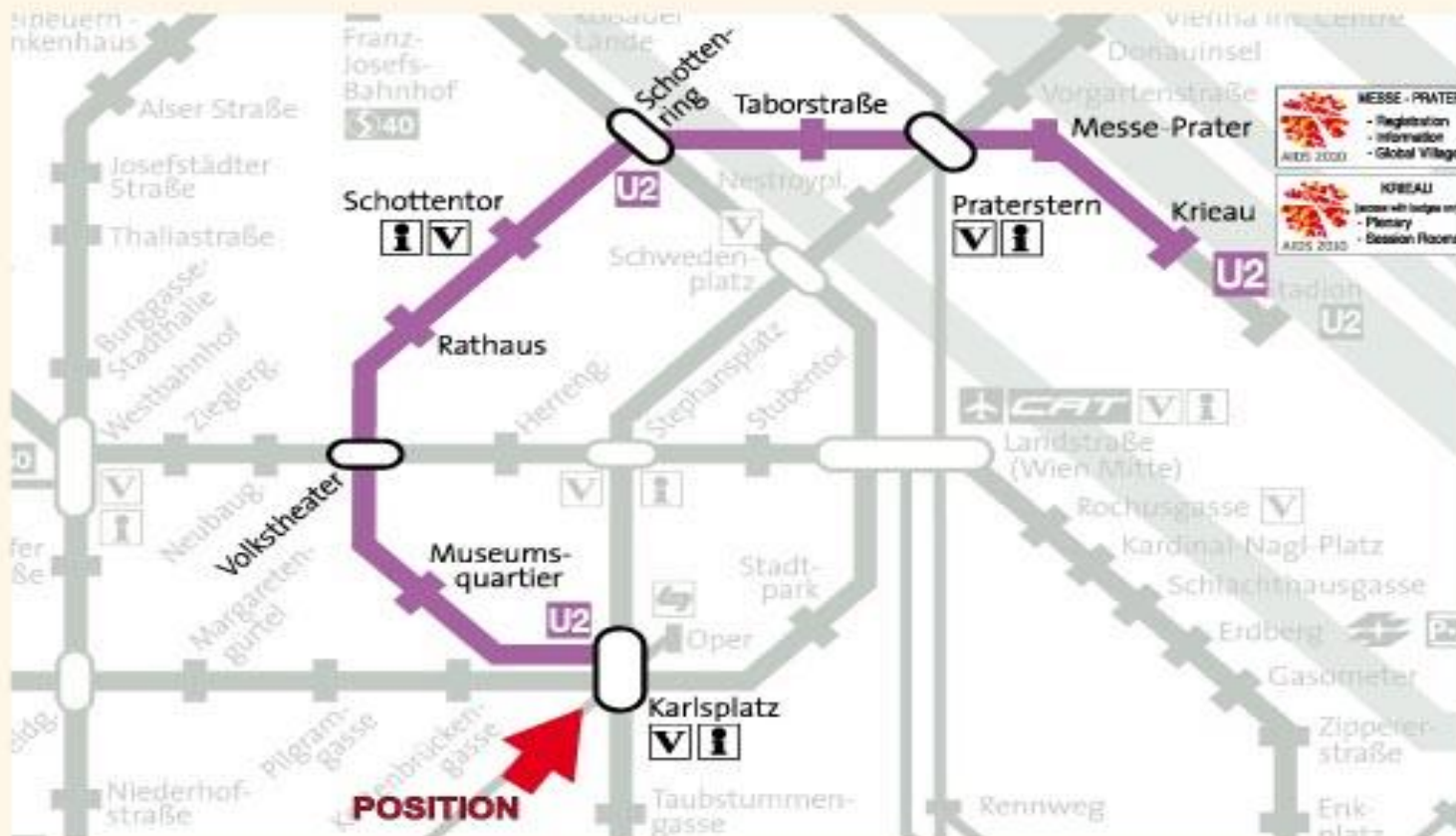


XVIII INTERNATIONAL AIDS CONFERENCE

18.07. - 23.07.2010



Karlsplatz → Messe Prater or Karlsplatz → Krieau



Viennas position

- Central Europe
- easy access
- compact, clean, green, safe
- stable economy, politically neutral
- outstanding meeting infrastructure
- no restrictions for citizens of any country of the world to enter Austria
- no language barriers

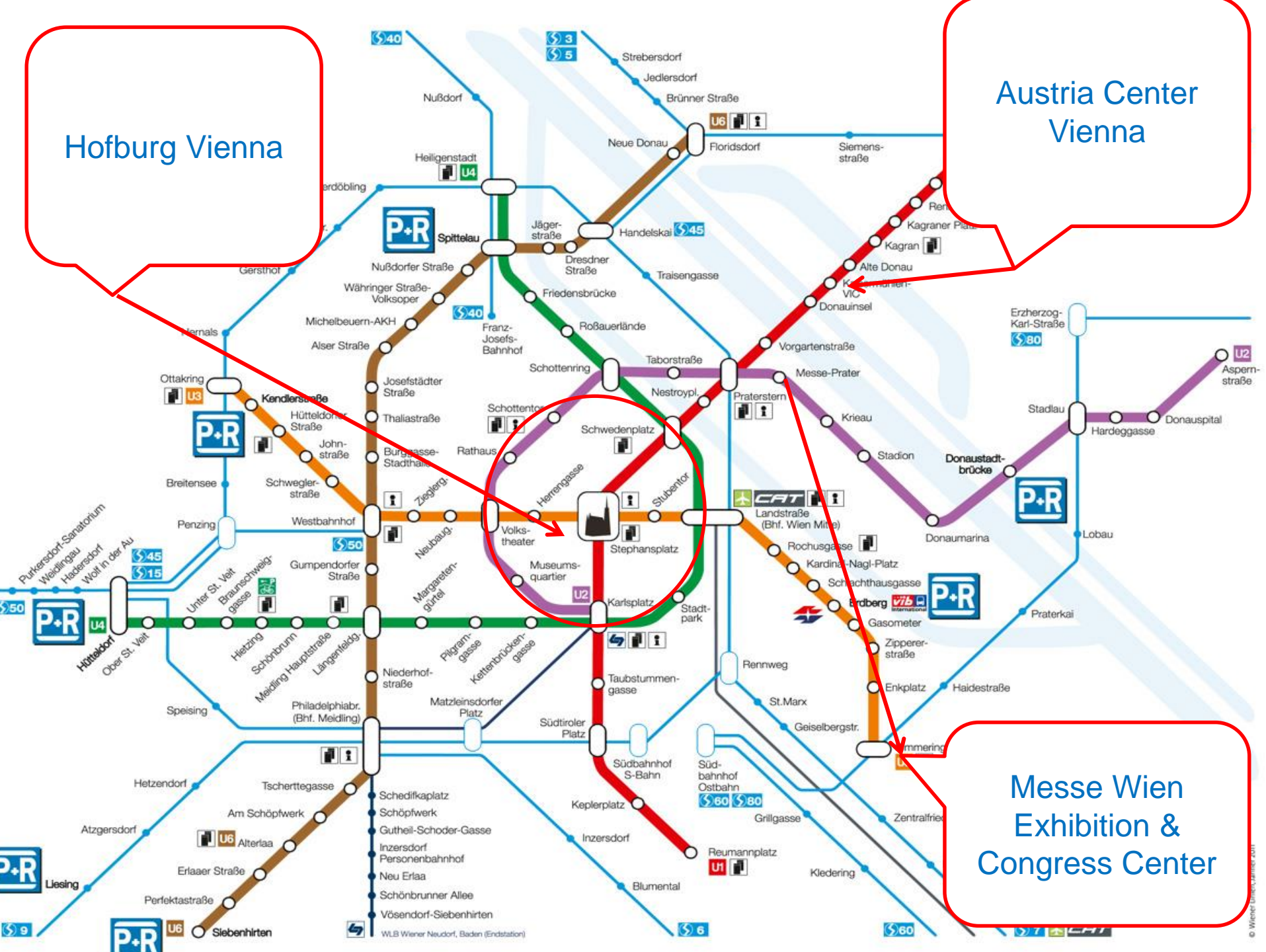
Three (Four) Convention Centers



Hofburg Vienna

Austria Center
Vienna

Messe Wien
Exhibition &
Congress Center



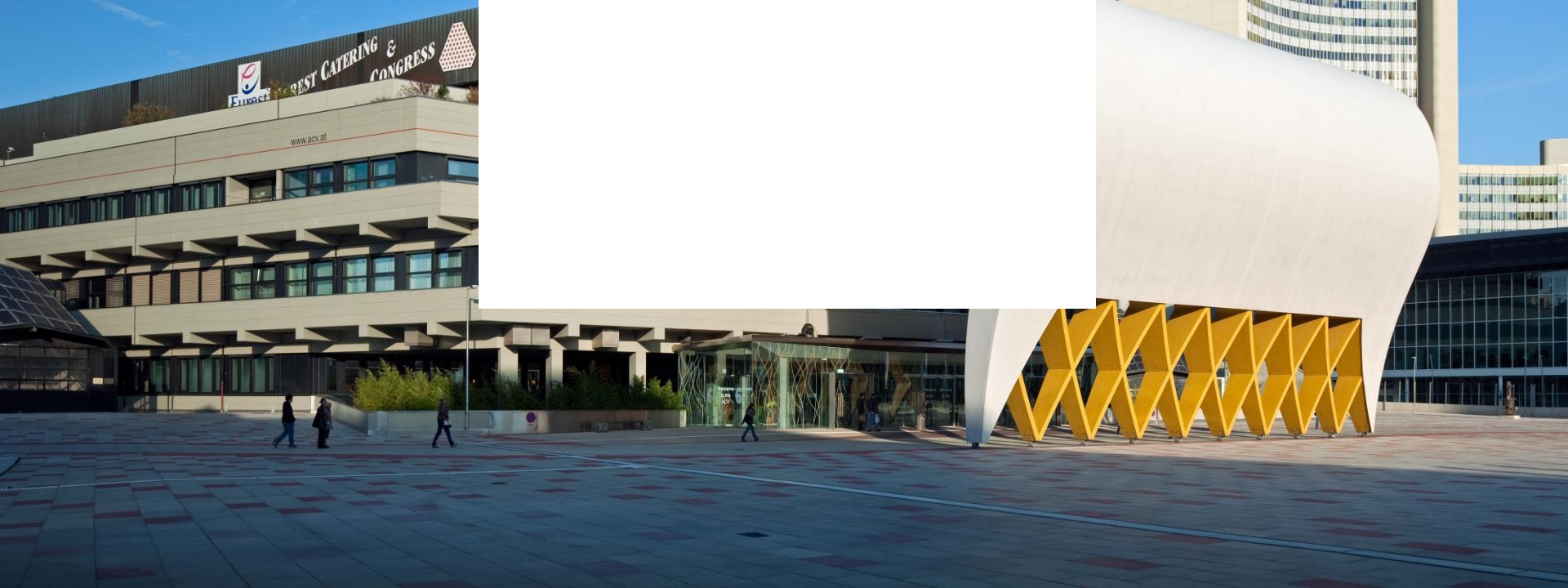
Hofburg Vienna



Hofburg Vienna

- former Imperial Palace in the city center
- 35 meeting rooms for up to 1.300 delegates, total of 17.000 m² floor area
- state-of-the-art technical conference facilities
- over 4.000 hotel rooms in walking distance

Austria Center Vienna



Austria Center Vienna

- Meetings for up to 17.000 delegates
- 17 meeting rooms for up to 4.200 delegates
- 4 exhibition halls, total gross exhibition space 22.000 m²
- 170 break-out rooms and offices
- 4 hotels (922 rooms) in walking distance
- 10 minutes from city center by subway



Messe Wien Exhibition & Congress Center



Messe
Wien
Eingang
A

- ↑ Congress
Center
- ↑ Messturm
- ↑ Eingang D



Welcome to
PharmWorld Europe 2009
1. - 3. Juni, Messe Wien

Messe Wien Exhibition & Congress Center



- 4 halls of total 55.000 m² exhibition & meeting space
- 1 conference center for up to 3.320 delegates
- all on one level
- 3 hotels (853 rooms) in walking distance
- 10 minutes to the city center by subway

Vienna University of Economy

opened in September 2013

parallel to Messe Wien

Lecture centre linked to Messe Wien





United Nations Conference Center

- Part of UN City
- for 3.000 participants, UN Style
- Non Austrian Territory
- 2014 first time private use – European Congress of Radiology





Academic venues



Hotels in Vienna

Sleep well!

19 *****	3.940 rooms
160 ****	14.109 rooms
160 ***	7.540 rooms
74 **	2.878 rooms
8 summer hotels	783 rooms
<hr/>	
412 hotels	29.250 rooms

Hotel Projects 2014 :
20 hotels with some 3.900 rooms opening

Where to enjoy



Alliances



Austrian and VCB

- Austrian is part of every site-inspection
- Austrian is part in our destination promotion
- Austrian is part in every bid





Hotels and PCO's

Hotel agreement

75 hotels and 16 PCO's agree to the same rules and one contract stating how to handle hotel rooms for city-wide conventions in Vienna.

Hotel room allotment

Commission

Deposit payment

Rooming lists

Cancellation policy

Reduction of hotel rooms

Valid for groups and individual reservations for congresses over 1.000 rooms

City Hall



Welcome reception at the City Hall

Non for profit organisations are allowed access to the City Hall for a Mayor's reception.

The City offers the rooms free of charge and take over 50% of the cost for beverages.

Capacity for Cocktail reception up to 1,500 persons

Subject to application and approval by the Mayors Office

Future Trends

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Future Trends / Vienna Congress Survey 2010 - Conclusion

95% CONTENT

90% important networking platform

94% accessibility to the congress destination

84% attractive congress venue

75% reasonable priced hotels (3+4 stars)

73% Internet at hotel and venues

Future trends

- Shorter stays
- Longer meeting days
- Tourism appeal disappears, especially for medical meetings
- Meetings integral part of Continuing Education Training, Research
- Scientific impact factor of meetings



meet.understand.network.
experience.contribute.
excite.convene.present.
motivate.interact.
participate.exhibit.create.
inspire.connect.feel.know.
exchange.select.succeed.
meet in Vienna.

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The background of the image shows a museum display of various historical chairs. The chairs are arranged on three levels of white shelves against a light-colored wall. The chairs vary in style, including simple wooden chairs, chairs with upholstered seats, and more ornate chairs with decorative carvings and patterned upholstery. Some chairs have small numbers next to them, such as 13, 11, 7, 5, 34, 35, 59, 53, 52, and 51. The floor is made of light-colored wood in a herringbone pattern.

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**THANK YOU FOR
YOUR ATTENTION!**

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