

## **Austria at the ITB 2018: The art of discovery**

The ITB in Berlin is the world's leading trade fair for the travel industry. The exhibition centre located at the radio tower will be dominated by tourism from 7 – 11 March. Austria, as a holiday destination, will showcase its many special sides to around 180,000 visitors as well as more than 5,500 journalists and social influencers at the joint booth of Österreich Werbung (ÖW) in Hall 17.

The country will have a total of 1,200 m<sup>2</sup> of space in Berlin for its presentation. ÖW will work with 76 partners at the booth – national tourism organisations, touristic regions, cities and service providers – with the aim of bringing Austria to life for industry professionals and end customers. The central venue for conversations will be the Österreich Café that will include an expanded lounge area for exhibitors and partners as well as the mouth-watering treats served by the live-cooking station.

### **Austria. The art of discovery.**

The focal point of this year's Austria booth at the ITB will be one of the four new ÖW campaigns: "Austria. The art of discovery." that was launched in Germany in January. After getting to know Austrian hosts in 2017, holidaymakers will be introduced to creative minds, visionary thinkers and mavericks from Austria in 2018: Artists, extraordinary hotel operators, design experts and "lifestyle cultivators" will describe their favourite places in Austria and inspire visitors to examine the country from a different perspective. These visitors can then head off to enjoy new experiences and encounters off the beaten tourism track – while venturing deeper into the region. The best part of all: Visitors will still have plenty of time to discover their own version of Austria while following up the insider tips that Austrian natives have shared with them. In our world today - a time in which everything has already been discovered and rated - such experiences are worth their weight in gold.

### **200 years of "Silent Night! Holy Night!"**

The Christmas carol "Silent Night! Holy Night!" is world famous – as a song of peace, an international cultural treasure and a musical legacy. But just a few people know that the roots of this carol can be traced back to Austria. Österreich Werbung, SalzburgerLand Tourismus, Tirol Werbung and Oberösterreich Tourismus will also join forces at the ITB to use the global attention that will be produced by "Silent Night! Holy Night!" during its anniversary year and forge a permanent bond between the hymn and its home and the cultural destination of Austria. As an extra feature, a "room for meditation" will be set up with the help of the Salzburg Museum. It will provide an initial look at the national exhibition on "Silent Night", which will take place around Austria and will be opened on 29 September 2018 in the New Residential Palace (Neue Residenz) of the Salzburg Museum.

### **Savouring culinary arts**

There will also be much to experience in the Österreich Café. This year's culinary partner will be the Austrian state of Carinthia. Pleasure will play a major role here. And why not? The world's first slow food travel destination is located in Carinthia, in the area of Gailtal and Lesachtal. The aim is to take time, carefully prepare products, consciously enjoy food and savour regional delights. This is what it is all about. The antithesis of trade-fair commotion? Hardly!

World-class chef Franz Raneburger and his Edelweiß team will take café visitors on a journey through Austrian cuisine and present (not just) Carinthian specialities. He will be assisted this year by students from the Villach School of Tourism in Carinthia.

AMA-Marketing will join the Austrian booth as an exhibitor for the first time. On the days that the trade fair is open to the public, it will provide visitors with an opportunity to sample some of the more than 400 types of cheese produced in Austria. Together with the Österreichischen Sektkomitee, Österreich Werbung will invite exhibitors and selected stakeholders to an exclusive sparkling wine reception on Thursday.

The Austrian exhibition booth has further improved its efforts around sustainability and has been awarded the Austria certificate for green meetings & events once again this year.

### **Live introductions and live broadcasts from Berlin**

As a service for the tourism industry, and particularly those who had to stay home, ÖW offered live broadcasting from Berlin in 2017 for the first time. Due to the huge success – more than 123,000 people watched the live broadcasts and follow-up reports - the press conference with Tourism Minister Köstinger and the visit by the governing mayor of Berlin to the Austrian booth will be broadcast live on [Facebook](#), among other events. Interviews with exhibitors and experts as well as tours of the trade fair will give viewers a close-up of the exhibition from Wednesday to Friday. All information and interviews will be available afterwards in the ITB channel at <https://www.austriatourism.com/itb/>

### **Facts about Austria's booth**

- Hall 17, Booth 103
- 1,241 m<sup>2</sup> of exhibition space
- 44 exhibitor units and lounges with 76 tourism partners
- Service provided by the Carinthia School of Tourism
- Austrian culinary treats prepared by Franz Raneburger and his team

You will find more information and photos on the ITB channel at <https://www.austriatourism.com/itb/> and in the ÖW newsroom at <https://newsroom.austriatourism.com/>

### **Rückfragen**

Katharina Glögl  
Österreich Werbung Deutschland  
Tel.: +49/30/21 91 48-25  
katharina.gloegl@austria.info  
www.austria.info