

## Feel the Austrian "Lebensgefühl":

# The Austrian National Tourist Office's new brand identity showcases what life in Austria feels like

- New brand identity focuses on emotions that guests can only experience when on holiday in Austria
- Updated logo and red-white-red "vibe" ribbon as connecting elements
- Now live in 11 countries across the world with the launch and bike campaigns
- ANTO CEO Astrid Steharnig-Staudinger: "We want to stand out with courage and creativity!"

*The Austrian National Tourist Office (ANTO) revealed its new brand identity yesterday at the ITB international travel trade show in Berlin. At its core is the unique Austrian "Lebensgefühl", which is brought to life through modern aesthetics and images. The new identity is intended to surprise with unusual perspectives and demonstrate that life is easier when you don't always take yourself too seriously. It aims to break away from the stereotypes of tourism advertising and convey emotions.*

"With our new brand identity, we want to stand out from the crowd with courage and creativity," explains Astrid Steharnig-Staudinger, Managing Director of the Austrian National Tourist Office. "Potential guests should feel Austria in all its facets and be so touched by the Austrian "Lebensgefühl" that they want to come and experience all of these moments with us."

### **"Lebensgefühl" equals serenity, ease and enjoyment**

The term "Lebensgefühl", which is at the heart of the new brand identity, is characterised by serenity, ease and enjoyment. It represents the Austrians' special attitude towards life – a combination of the ability to enjoy the moment and a deep connection with their surroundings. Feeling this way of life in all its facets is what sets the Austrian "Lebensgefühl" apart. A red-white-red ribbon named "vibe" runs through the images and video content of the launch campaign and is intended to act as a connecting element. When it comes to imagery, the focus is on emotional portraits instead of classic landscapes. The Austrian National Tourist Office logo was also brought up to date as part of the realignment.

### **Ambassadors of "Lebensgefühl"**

In order to establish Austria as a synonym for "Lebensgefühl", the brand draws upon authentic, strong Austrians who present their own definition of it in a video series, among other things. "Lebensgefühl" ambassadors include Father Ludwig Wenzl from Melk Abbey, former professional ski racer Marlies Raich, Alexandra Riedlsperger and Laurent Trojer from Tourism School Bramberg, ski instructor Gerhard Sint and designer Lena Hoschek, known for her passion for vintage-inspired Austrian fashion. Lena also used her expertise to dress the ANTO employees for the presentation of their new corporate identity at the ITB.

"In order to make the Austrian "Lebensgefühl" internationally tangible, we used elements in the Austrian National Tourist Office outfits that not only connect visually,

but also strengthen the sense of unity and togetherness. The red-white-red ribbon plays a central role in this creative connection," the designer explains the creative translation.

### **Launch campaign and bike cooperation bring “Lebensgefühl” to life on the international markets**

The new brand identity will be showcased in a total of 11 European countries from today. With its launch campaign, which is being implemented together with 77 partners from across Austria, the Austrian National Tourist Office concentrates on the topics of food and drink, activity and relaxation as well as art and culture to convey serenity, ease and enjoyment as they can only be experienced in Austria. A total of eight provincial tourism organisations are participating in the bike cooperation, which shines a spotlight on 22 first-class cycling regions and routes across Austria. In terms of content, the cooperation will revolve around bike tours, mountain biking and gravel biking.

The marketing mix is made up of video, a TikTok focus, social media content, partner contributions, B2B events as well as digital and analogue Out of Home formats. Further animated, attention-grabbing communication measures are planned for summer.

### **About the Austrian National Tourist Office**

As a national tourism organization, the central aim of the Austrian National Tourist Office is to collaborate with all Austrian tourism partners to maintain and expand the competitiveness of Austria as a tourist destination. Around 220 employees of the Austrian National Tourist Office currently work in 21 offices in 27 markets worldwide to promote "Holidays in Austria". In this way, the Austrian National Tourist Office makes an essential contribution to increasing added value for the Austrian tourism and leisure industry.

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