

## **Austria at ITB 2017**

ITB Berlin is the world's leading travel trade show and will take place from March 8 to 12 at the exhibition grounds in Berlin. The Austrian National Tourist Office (ANTO) presents the travel destination Austria at Hall 17 to 180,000 visitors as well as 5,500 journalists and social media influencers.

The Austria Stand in Berlin extends over an area of 1,200 sq m, which ANTO uses together with 75 partners –regional tourist boards, cities and service providers – to make Austria a true experience for trade visitors and customers. The Austria Café is the ideal venue for business talks. For the first time it also includes a lounge area for exhibitors and partners and a live-cooking station.

### **Innovative live streaming and live broadcasts from Berlin**

As a brand-new service, for those not attending ITB personally, ANTO offers live streaming of events. For instance the opening press conference or the visit of Berlin's mayor at the Austria Stand can be viewed live via Facebook. Moreover, viewers get a first-hand impression of interviews with exhibitors and experts as well as tours of the stand, partially even from a 360-degree viewing angle. Further informations and follow-up video material can be obtained from the ITB Channel <http://itb.austriatourism.com>.

### **Premiere of the first interactive video with 360-degree viewing angle**

For the first time ANTO will present an interactive film with 360-degree viewing angle. On this virtual tour of the Kunsthistorisches Museum Wien viewers can not only follow a variety of different storylines but also obtain a lot of additional information directly from the video.

ANTO also offers virtual-reality goggles that already attracted large numbers of interested visitors to the stand last year. Visitors can choose from more than twenty videos.

### **#austriantime experience**

The motto #austriantime once again dominates ANTO's marketing approach. While in previous years the focus lay on Austria's natural spaces inviting visitors to shake off the grip of the daily grind, align to the natural pace of the landscape and eventually find their own pace, this year the spotlight is turned on the Austrian hosts. Because these are the ones, after all, who play an important role in making individual vacation dreams come true by supporting guests in experiencing those perfect moments of bliss. And it often is through the hosts that visitors feel they have "finally arrived".

The ANTO stand also offers moments of tranquility amidst the fair's hustle and bustle. Trees and plants form a small natural landscape inviting visitors to stay for a while. A multimedia wall presents portraits of selected host personalities.

### **Culinary messages**

This year, Tyrol is the culinary partner at our ITB stand. Tyrol's diverse landscapes manifest themselves in a wide range of culinary specialties. Steep mountainsides, gentle valleys, fertile soils and numerous rivers and lakes are the basis for many regional products grown with affection and expertise by Tyrolean farmers, and prepared to perfection by Tyrolean chefs.

Top chef Franz Raneburger and his Edelweiß team take Austria Café visitors on a tour round Austria's cuisine, dishing up (not only) Tyrolean specialties. This year, Raneburger is supported by students from Zillertal Tourism Schools in Tyrol.

The topic sustainability received even greater attention at this year's fair and the Austria Stand has been awarded the Austrian Green Meetings & Events eco-label also in 2017.

**Facts on Austria's presentation at ITB**

- Hall 17, Stand 103
- 1,241 sq m of exhibition space
- 44 exhibitor units with 75 tourism partners
- Service provided by Zillertal Tourism Schools in Tyrol
- Austrian culinary delights by Franz Raneburger and his Edelweiß team

Further information and pictures on the ITB Channel at <http://itb.austriatourism.com> and in the ANTO-Newsroom at <http://newsroom.austriatourism.com>

**Further information:**

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