

# The Upper Austrian tourism strategy and its contribution to a sustainable regional development



# Topics

1. Tourism in Upper Austria
2. Upper Austrian tourism strategy
3. Sustainability and regional development

# Tourism in Upper Austria: facts and impressions



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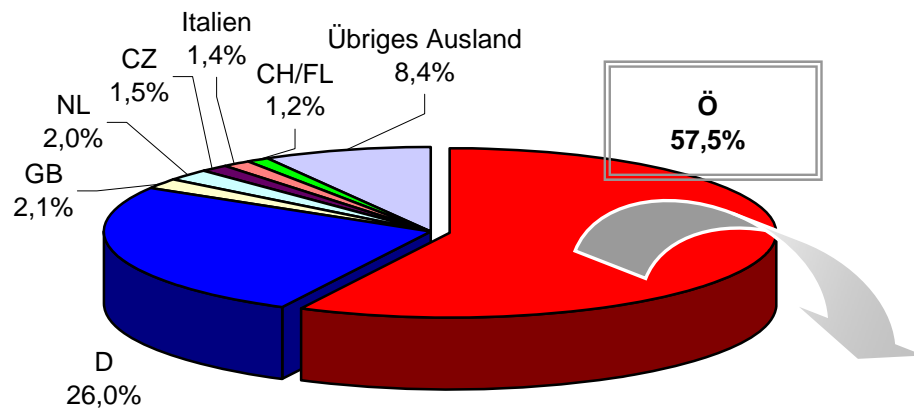
# Tourism in Upper Austria

## Tourism year 2005/2006 (November – October)

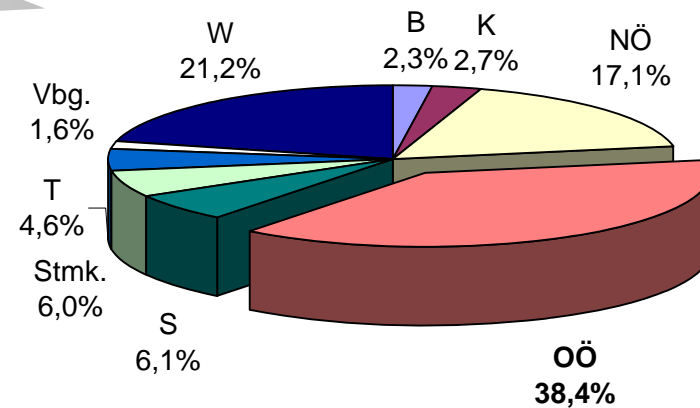
arrivals:	2.145.128	→ + 3,2%
overnight stays:	6.552.577	→ + 0,7%



## Distribution of overnight stays: Country of origin



The most important guest in  
Upper Austria is  
**the Upper Austrian himself!**







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# Upper Austrian tourism strategy: a concept based on holiday motives



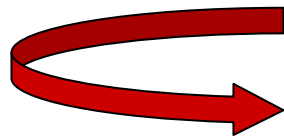
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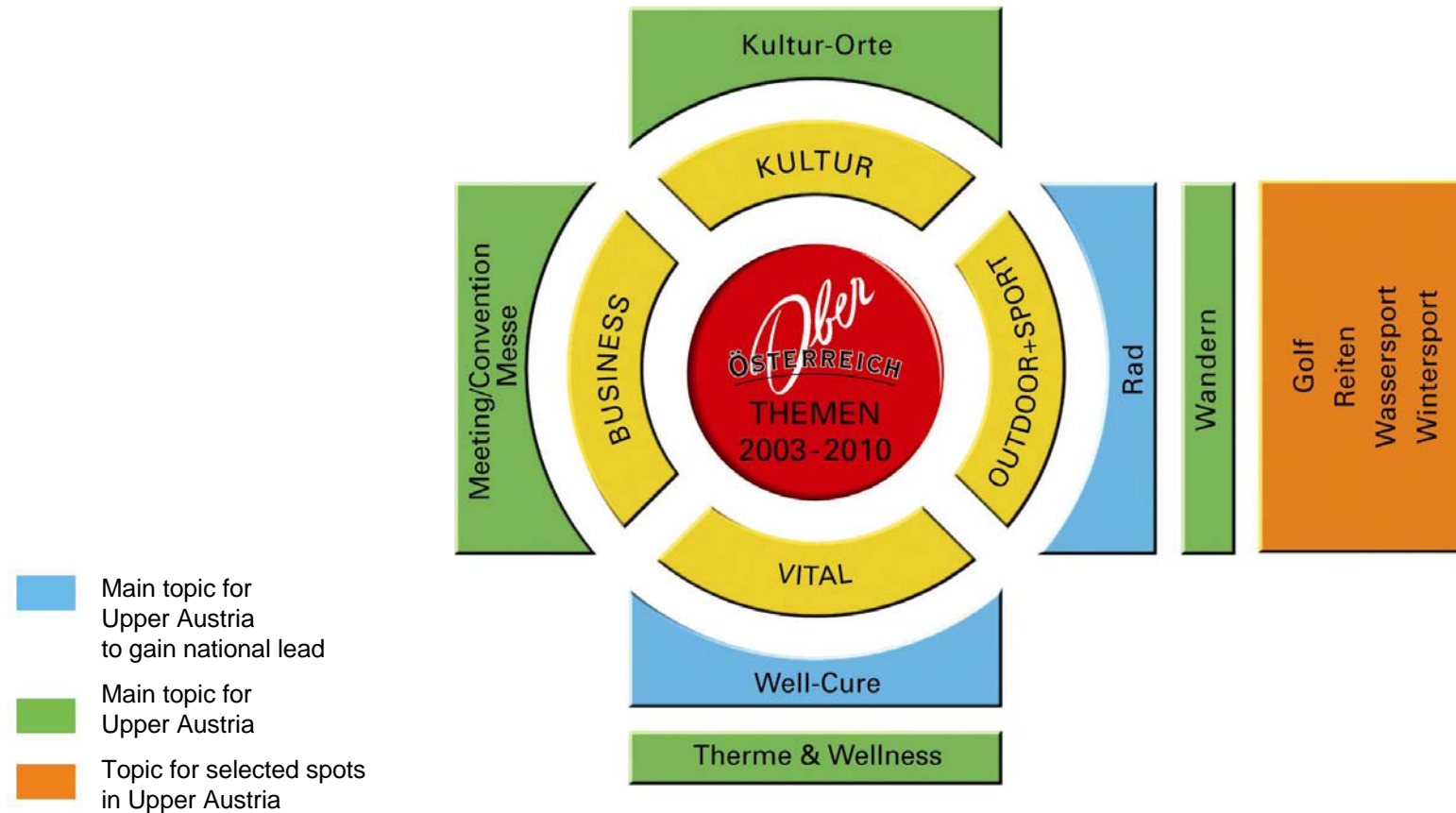
## Strategy paper for tourism and leisure time industry: “Kursbuch Tourismus und Freizeitwirtschaft“

- principles, aims, strategies
- jointly developed by partners, representatives of interests, businesses, tourism organizations, politicians and agreed on in the committees



Tourism and leisure time industry's vision

# Focus on main topics



# The tourism concept's main topics

## Health & spa

destination nr. 1 for health tourism in Austria

differentiation between health (medical / therapeutic competence) and spa

9 TOP-Partners in Upper Austria



## cycling and mountain biking

destination nr. 1 for cycling in Austria

6 main bike routes through Upper Austria,  
24 regional bike routes,  
2 mountain bike competence-centres





# The tourism concept's main topics

## Business tourism

gain an image as destination for creative business events

Network of 25 TOP-MICE-partners



## Cultural tourism

Linz 2009 – Cultural Capital of Europe

Historic cities

Theme and festival tours

UNESCO World Cultural Heritage

Hallstatt Dachstein



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# The tourism concept's main topics



## Hiking

= all ways of motion by feet (hiking, climbing, running, nordic walking, ...),

3 regional competence-centres



## Golf

27 golf courses –  
highest density in Austria

120 golf hotels

# The tourism concept's main topics



## Winter sports

- day-trip skiing
- 4 competence-centres for families

## Water sports

each lake with a main focus

- Traunsee = sailing, surfing
- Attersee = diving
- Oberinnviertler Seenplatte = water & fun for families



## Horse riding

2 competence-centres

- western riding = Mühlviertler Alm
- riding for families = Ampflwang



# Sustainable regional development and tourism



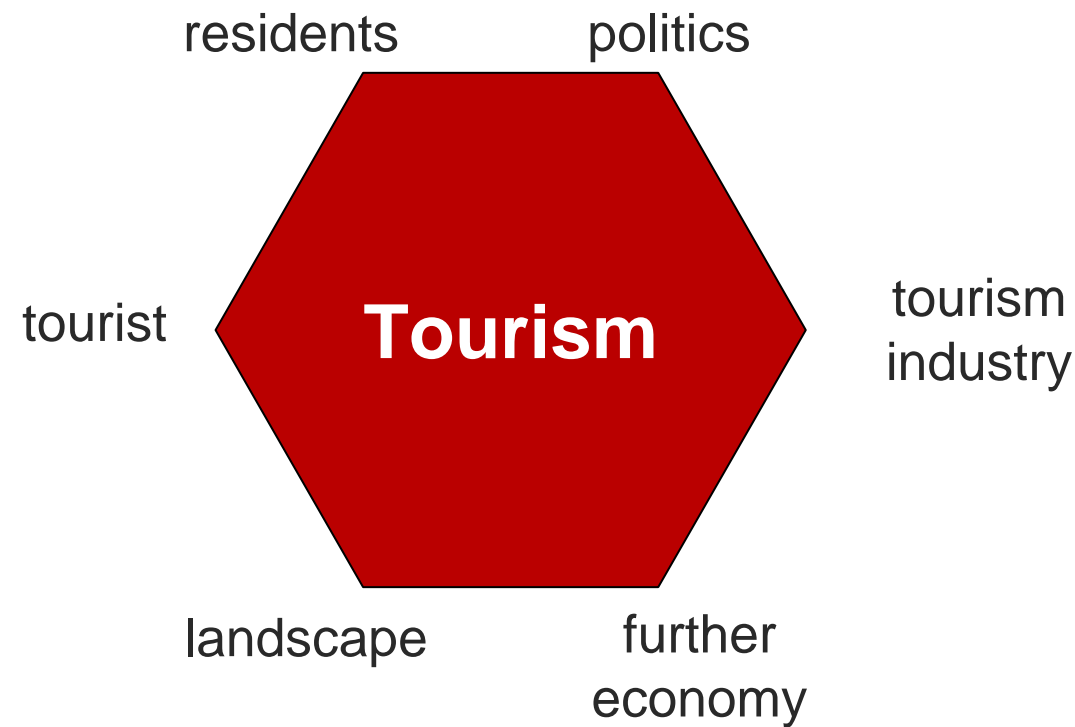
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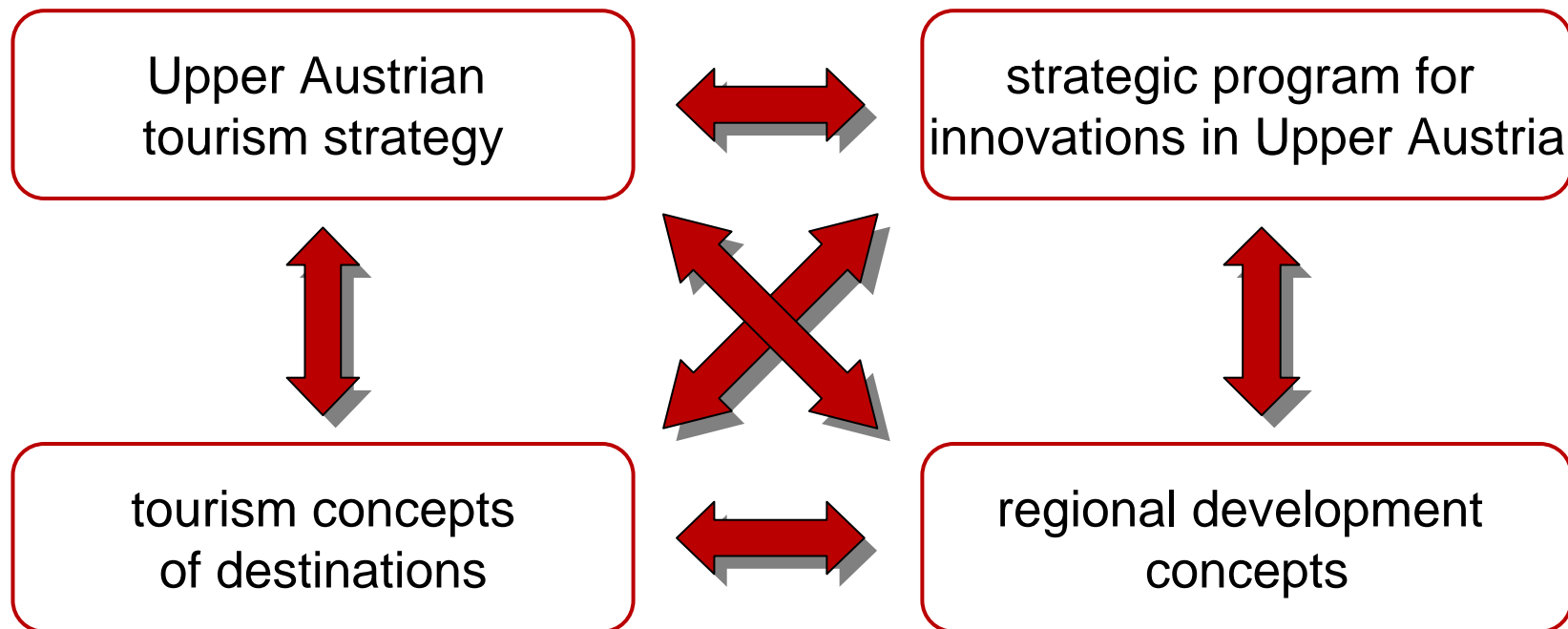




# Tourism: interrelation within the region



# Concepts for regional development



# A clear distinctive profile for each destination

## Regional offers and strength

Strategy based on

- regional natural strength
- existing offers
- common understanding of aims

→ joint development in a bottom-up-process

## Perfect service chain

Service chain contains

- complete range of facilities
- profound services
- in-depth support

→ qualification and education

# Conclusion

## Possible success factors we identified:

- Strategy jointly worked out in a wide bottom-up-process with relevant stakeholders
  - Strategy based on existing offers and strength
  - Coherent strategy from single destination to the whole country, integrated in regional development plans
- Qualification and education of entrepreneurs and employees to provide a complete service chain, that fulfils the tourists' requests and needs



# Thank you for your attention!

**Upper Austrian Tourist Board  
Department of Tourism Development**

Mag. Rainer Jelinek

Freistädter Straße 119

4041 Linz, Austria

Tel: +43 732 7277-163

Fax: +43 732 7277-9163

Email: [rainer.jelinek@lto.at](mailto:rainer.jelinek@lto.at)

[www.oberoesterreich-tourismus.at](http://www.oberoesterreich-tourismus.at)



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