

# Austrian Travel Business (ATB): Vienna welcomes the world

Vienna-Islamic Tourism

The Austrian Travel Business (ATB) provided the ideal opportunity to learn about Vienna. It was a business and cultural occasion. The fair aimed at marketing the whole country and a wide range of products and services were on display. The country's head of the tourist board, Mr. Arther Oberascher said that ATB is important as it is "a fantastic stage for showcasing the greatest product in the world: Austria".

Tourism has netted Austria 9.6 percent of the country's GDP. According to the Austrian National Tourist Office, Austria ranked fifth in Europe and ninth worldwide in terms of visitor arrivals in 2002. The tourist board intends to promote "brand Austria". It has also selected the characters of Joe and Sally, two penguins as a logo that accompanies all its advertisements. The two characters are the brain child of Willy Puchner, who takes them with him while photographing different locations. They are set against the background of the particular destination as if to give a comment - it is a very touching, innovative image.

The main selling point of Vienna is music. This year is the "Year of Art and Delight" in Vienna. Many famous musicians including the Strauss dynasty lived and worked in the city. The music here combines traditional and modern. There are music events throughout the year - too numerous to mention. However, the Mozart year 2006, is the 250th anniversary of the birth of the most famous Austrian musician of all time. It is coming soon and a great effort has already been put into the run up to this event, for which atb is organising a special promotion. There is also the opening of the Liechtenstein



Skiing is a popular sport

التزلج رياضة شعبية

Museum this month in a magnificent palace and the opening of the Sisi Museum in Hofburg (or the Imperial Palace) to mark the 150th anniversary of the arrival of the future Empress Elisabeth, known as Sisi. We were really impressed by this delightful museum. The preview tour, talks and atmosphere were all interesting and enjoyable. We attended other functions but a tour of the museum was the most memorable experience. Other events held at the same time were a Vienna coffeehouses tour, musical Vienna and modern architecture in Vienna.

Major archaeological finds are normally associated with countries like Egypt, Iraq and the Middle East generally, where it is thought civilization began. But East of Vienna there is Carnutum Archaeological Park with

preserved Roman treasures not usually found in Europe. These archaeological sites are not ruins - lively festivals bring them back to life. In Vienna the sound of music enlivens everything.

The aim of the exhibition, as mentioned earlier, was to market Austria. It was a low key affair as far as world travel markets are concerned. Yet small is beautiful and you come to know people better and have more time to attend talks and symposiums. The main symposium was centred around "The EU eastward enlargement: effects on tourism in general and specifically on Austria". The moderator of the symposium was Dr. Gunther Ziesel a TV journalist and commentator on many channels in several Danube countries. The speakers were: Professor Paul ➤

## Exhibitions



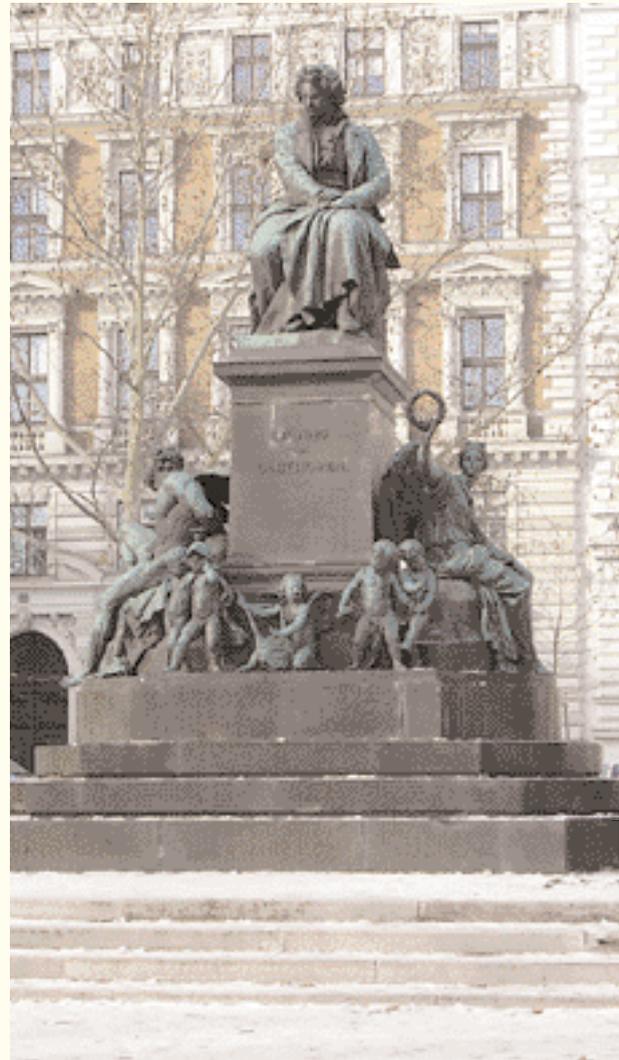
Honouring the cooks

تكريم الطباخين



Mr. Shakiry on the Danube

السيد الشاكيري على ضفاف الدانوب



Beethoven statue

تمثال بتهوفن

Lendvai a director of an international TV discussion group and editor of a quarterly magazine, Hans-Peter Schroff expert in the spa and health sector, Dr. Josef E. Burger the co-director of Austrian Airlines and Dr. Josef Peterleithner of TUI Austria Travel Agency Ltd. The meetings were chaired by Mr. Arther Oberascher the General Director of the Austrian National Tourist Office. Different issues arising from the expansion of the European Union were discussed. Austria has great expectation from the enlargement of Europe and it wants to increase its share of the tourism market in this region and doesn't want to become a transit stop for other destinations. Tourism, here works as a unifying factor, in addition to the political union and promotes greater integration. Plans may be worked out for co-operation

rather than competition in the tourist sector. Besides music and museums, the ATB also promoted shopping - Vienna is a top-class shopping destination with 20, 000 retailers. It also promoted sports such as skiing and it is organising the 21st Vienna City Marathon in which 15, 000 runners from 50 countries will take part.

### The Danube Travel Mart

The market was organized simultaneously with the atb. The Danube countries, including Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania and Bulgaria –all participated. They are united by the Danube River. Few rivers in the world have such a unique history and geography. The Danube, which flows from the Black Forest to the Black Sea has an interesting

history and forms part of the geography of several important European countries, such as Germany and Austria. The Danube is the river most used for tourism in the world. Its banks are lined with cultural attractions, varied landscapes and architectural marvels, including splendid castles.

The eight countries along the river formed one tourism association in the early seventies - a good example which other regions should emulate.. The Danube Tourist Commission cooperated with the atb to hold its 12th Danube Travel Mart. It is a good combination and made our visit to Vienna more attractive. We really enjoyed the hospitality of the Vienna Tourist Board and we are sure that their dedication and commitment to promoting Austria will turn the country into one of the top tourist destinations in Europe. ■