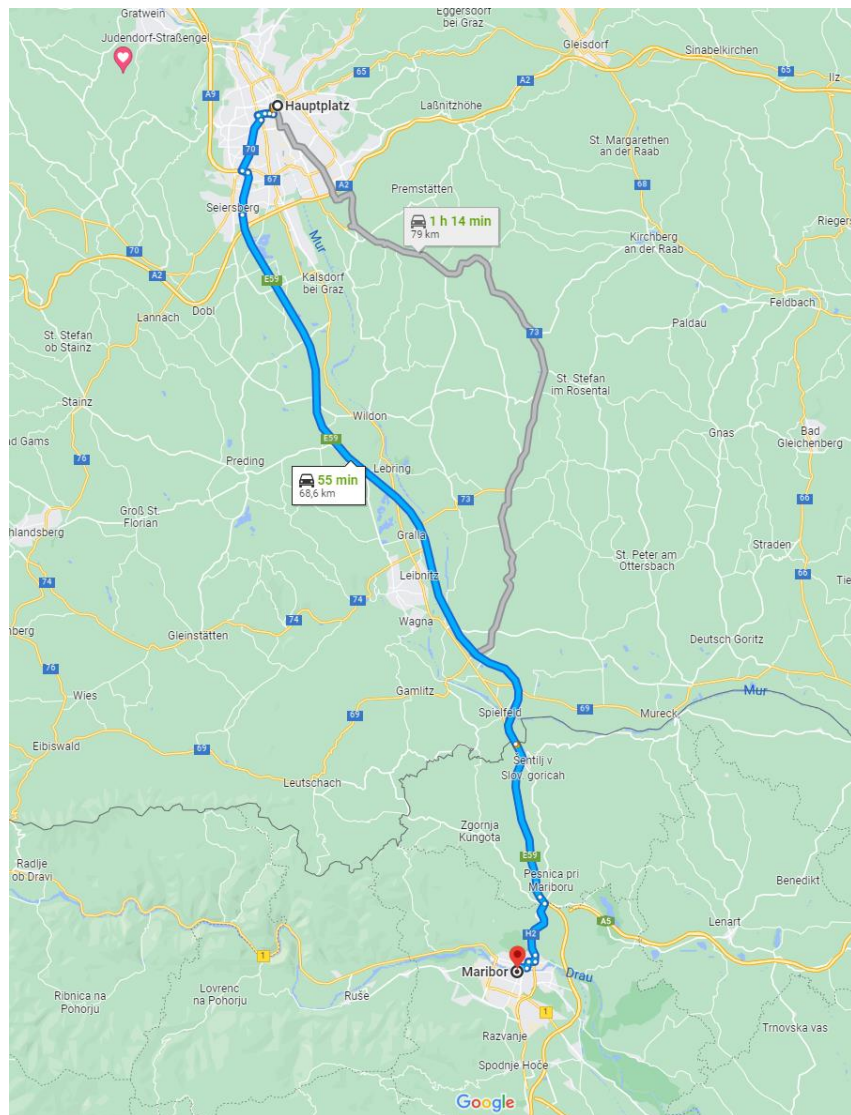


# Graz.



# Dieter Hardt-Stremayr

- ... I was young, I needed the money
- Steiermark Tourist Board (1991 – 1995)
- Graz Tourist Office (CEO since September 1st. 1995)
- European Cities Marketing (City DNA) ... (since 1996, President, Vice-President, Treasurer, Board-Member ...)



# March 2012.

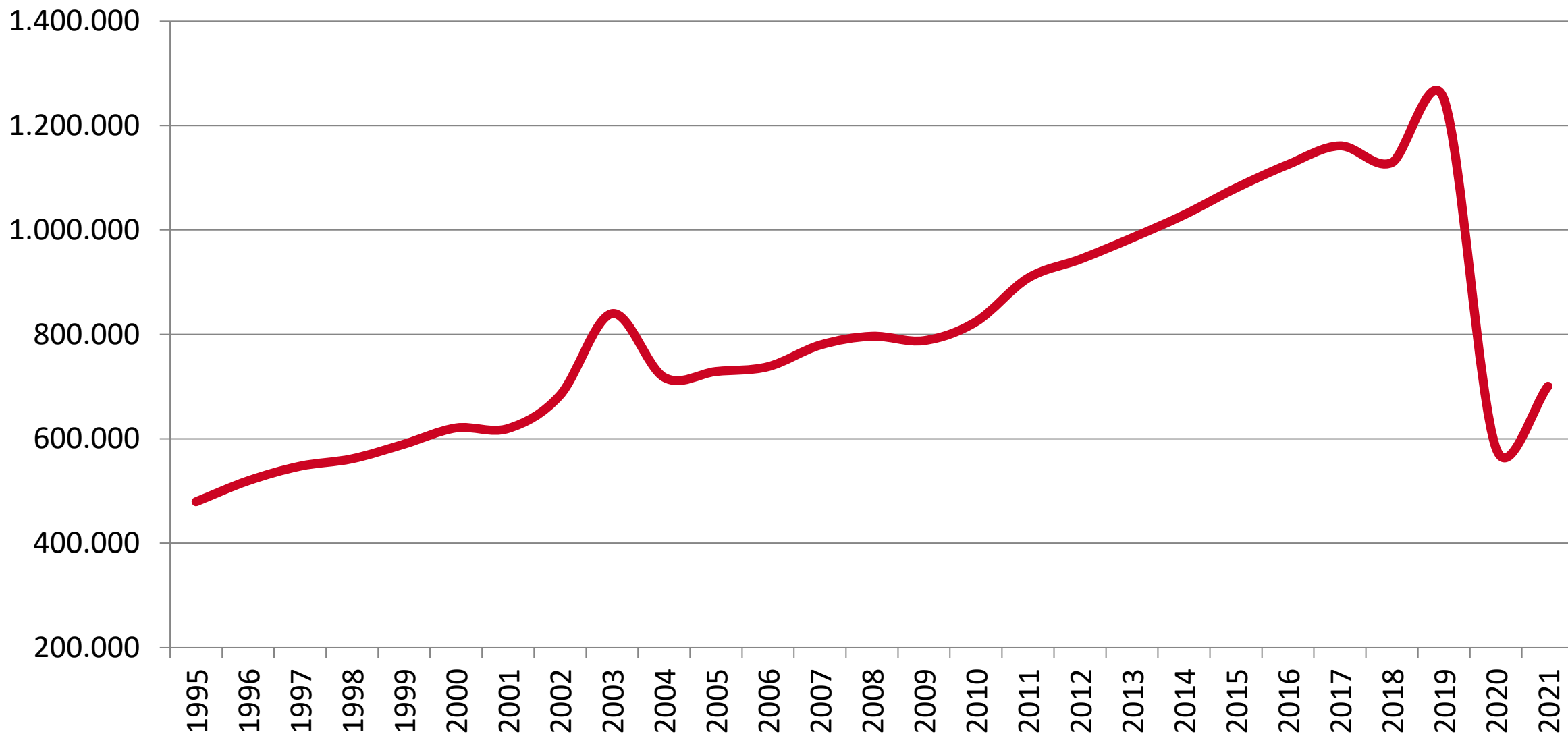


Past.

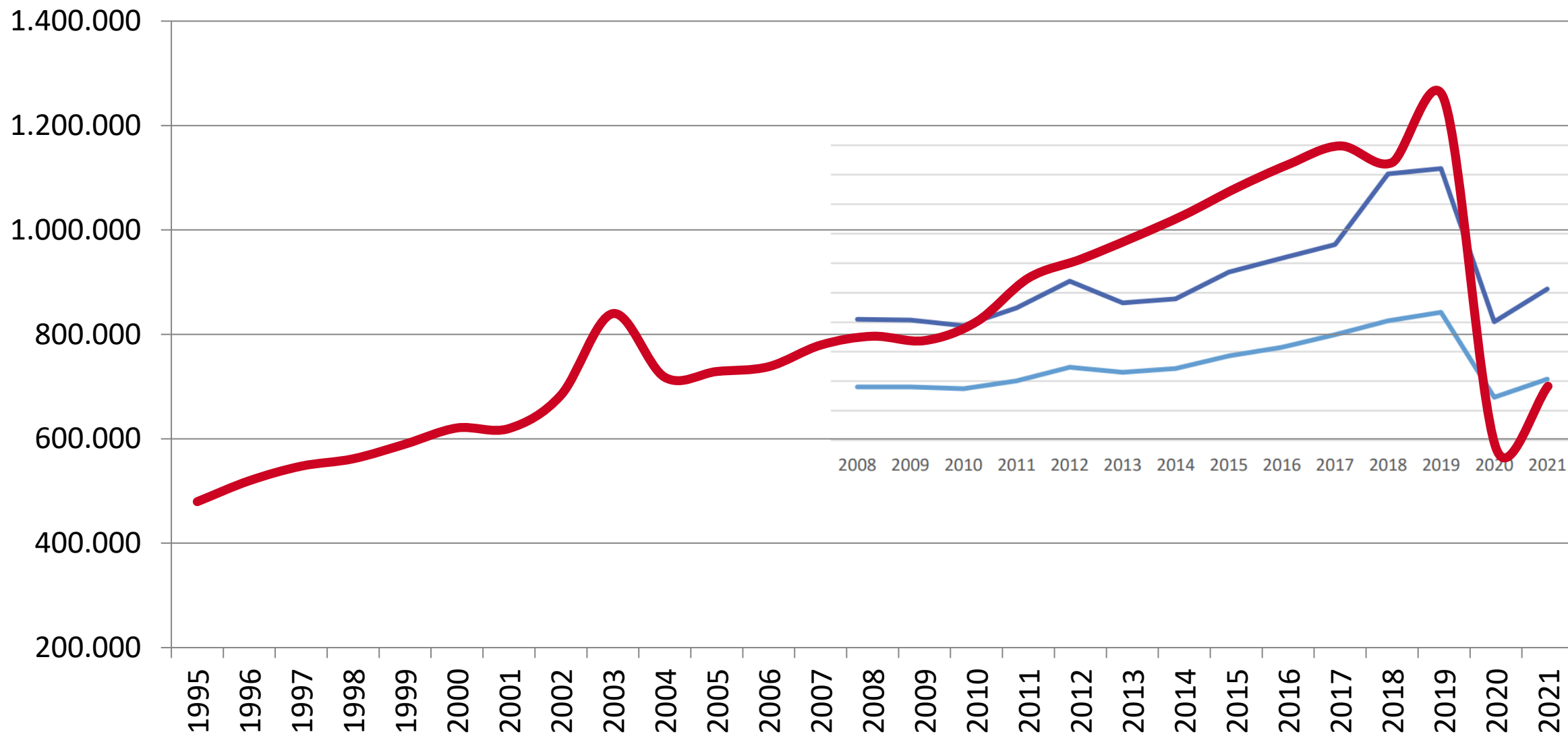
Present.

Future.

# Bednights since 1995.

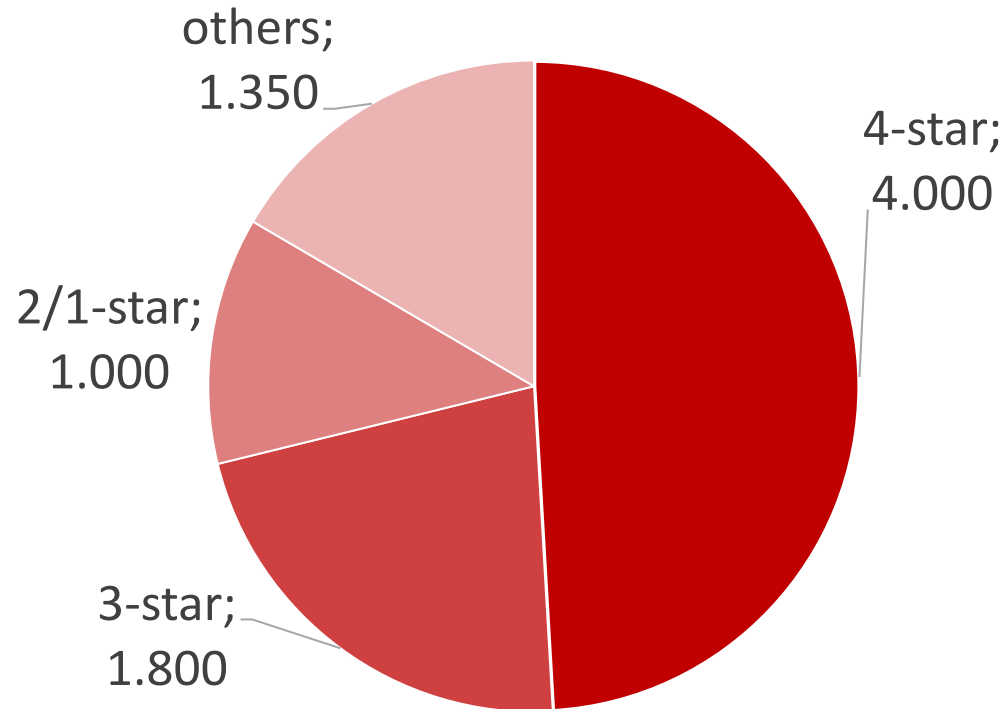


# Graz & Maribor

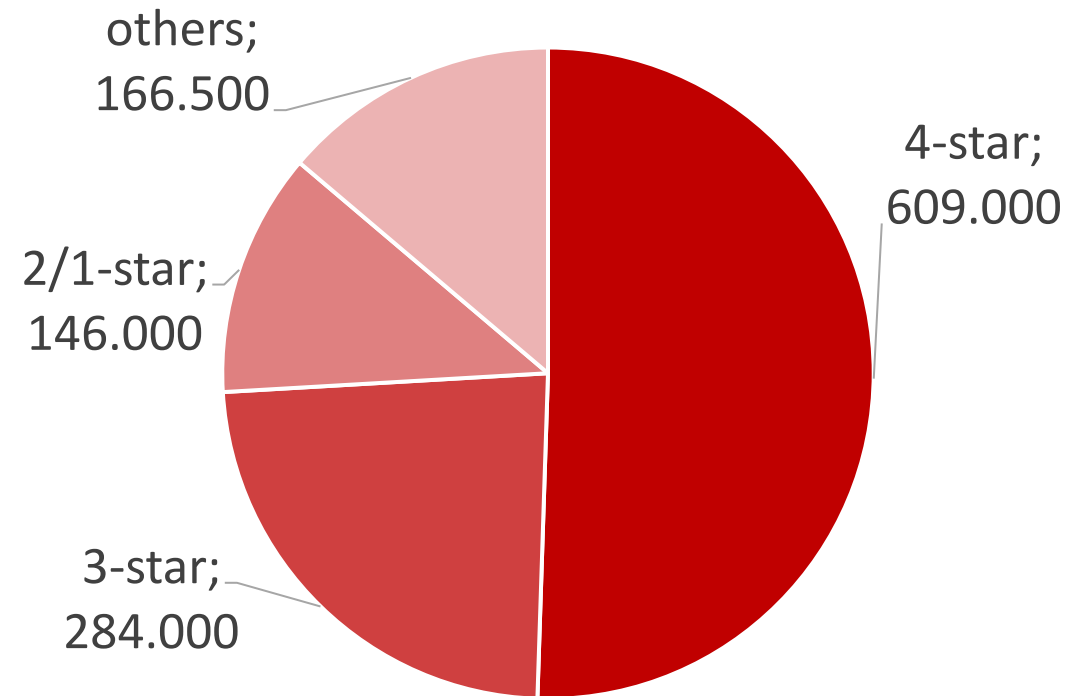


# 8.150 beds – 1.250.000 bednights (2019)

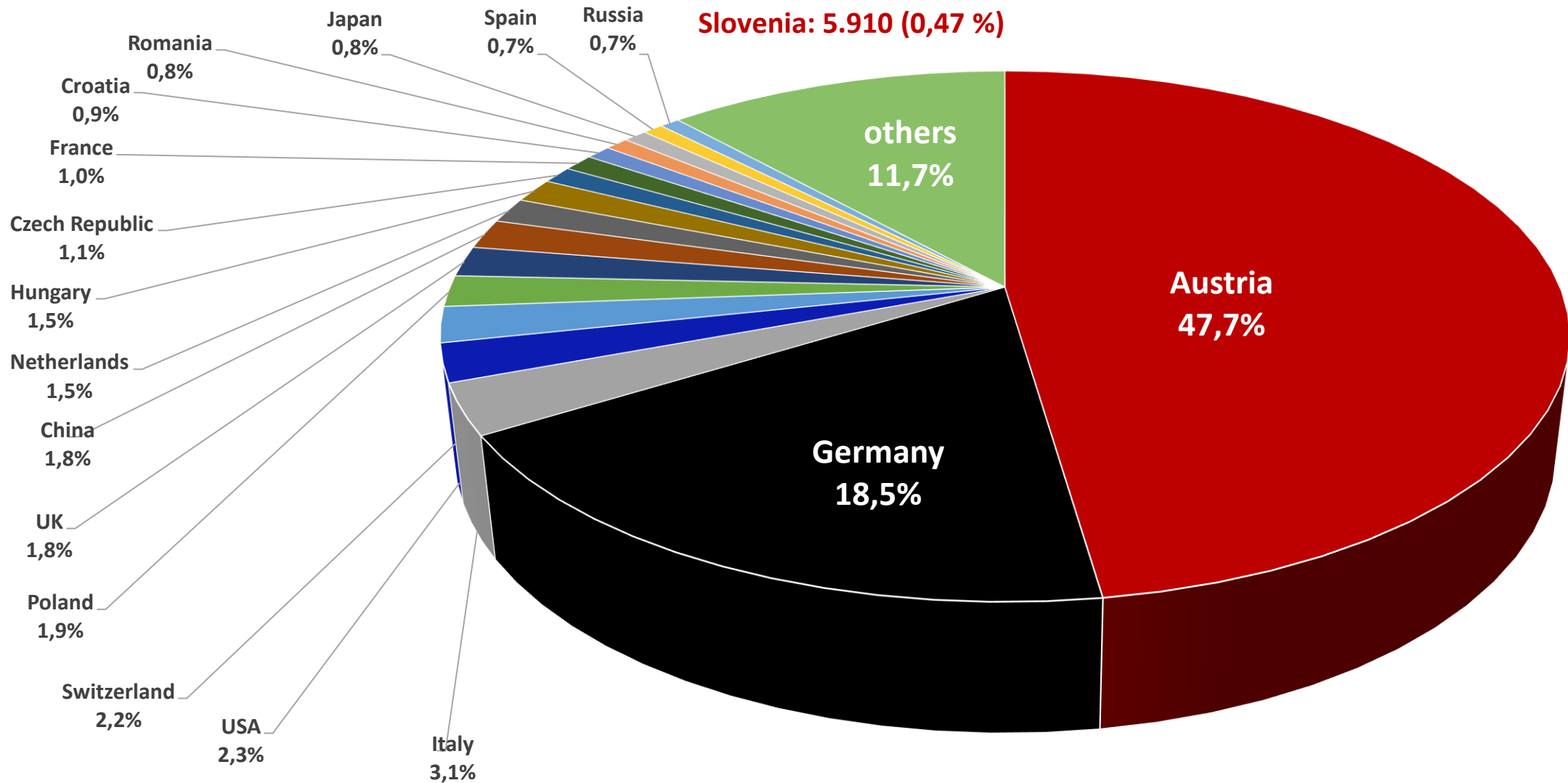
## beds



## bednights

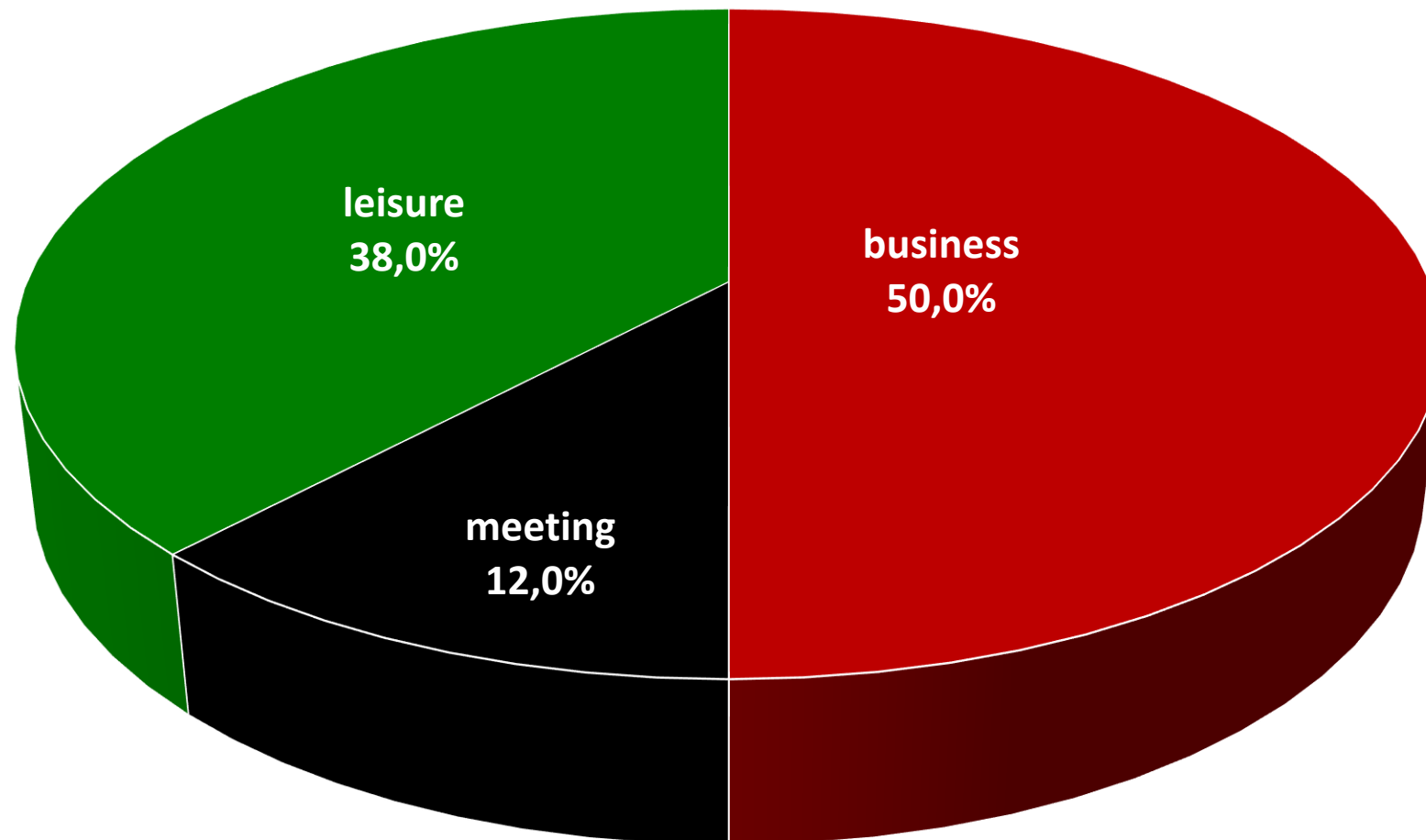


# Source markets 2019.



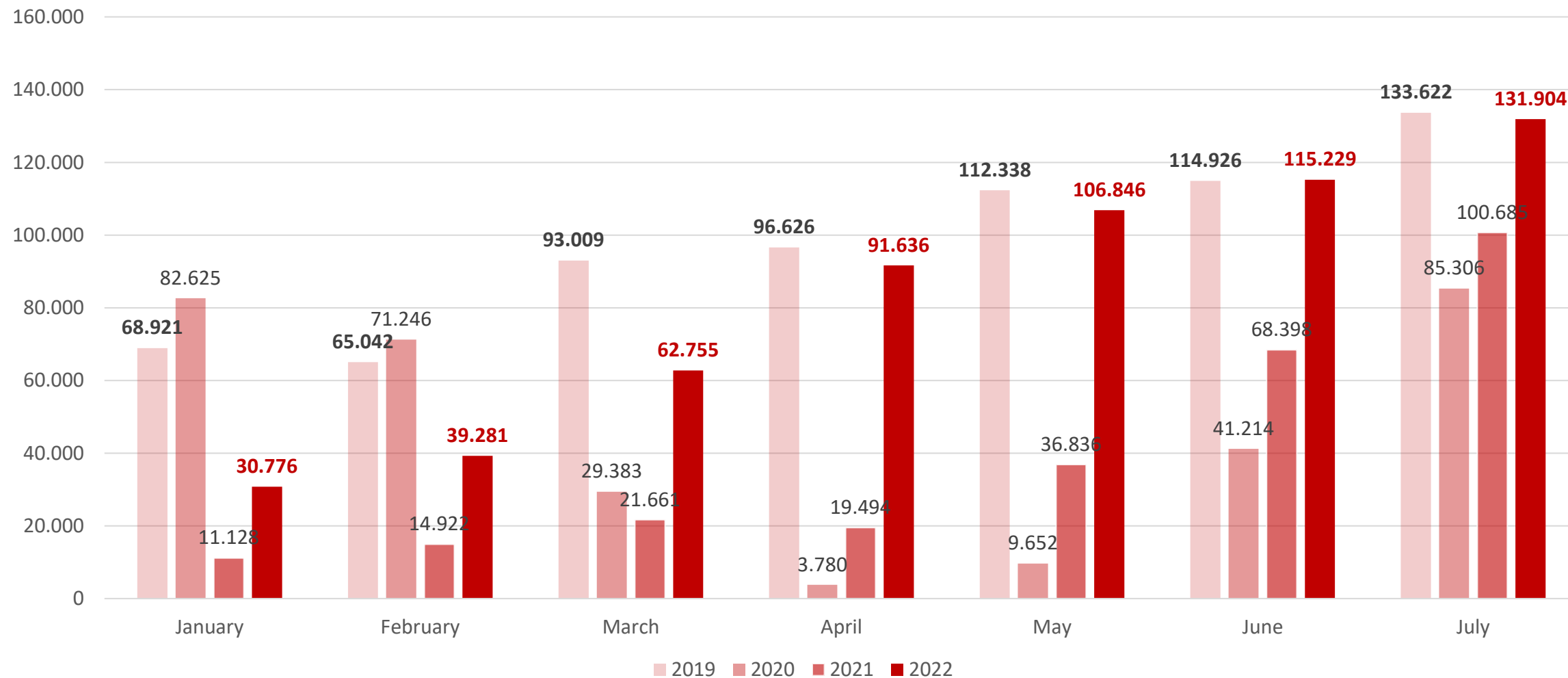


... until 2019

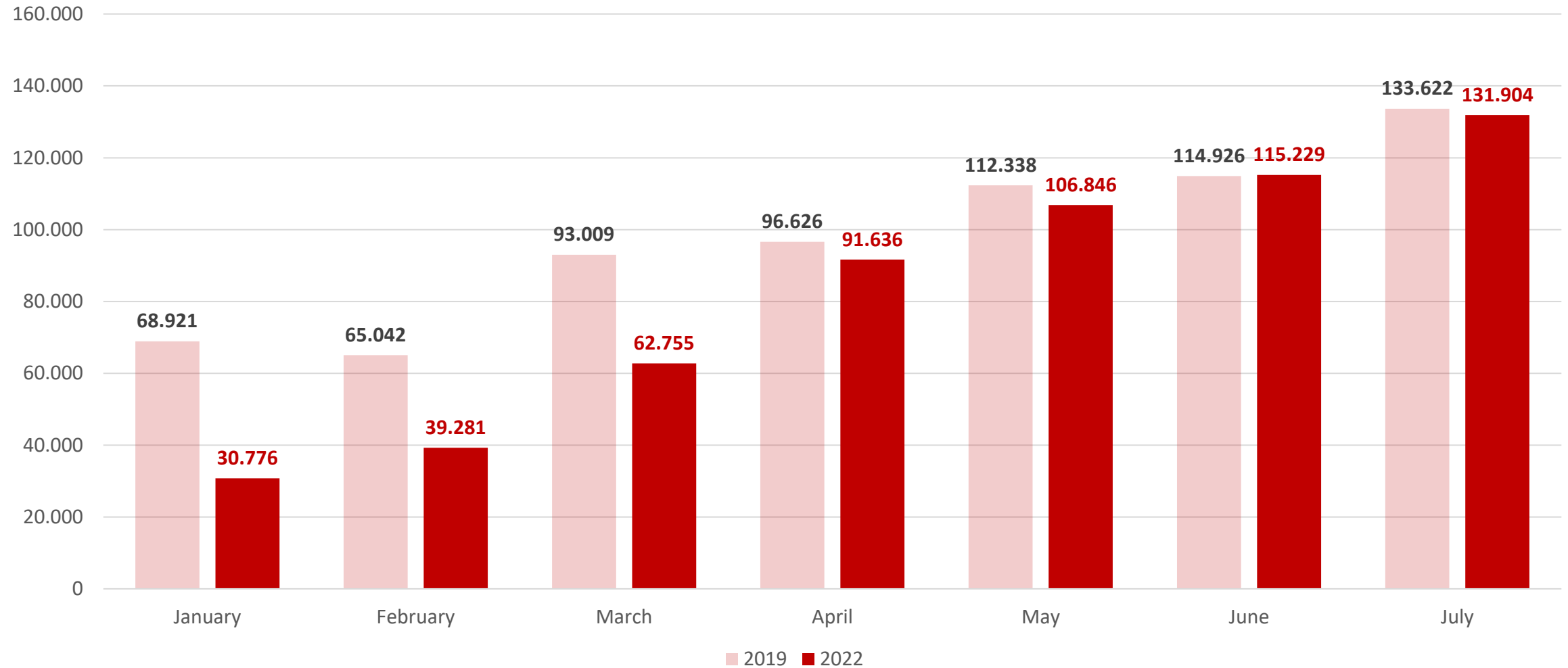


# Present.

# Current situation.



# Current situation



# Further Development.

# Further Development?

Who are we as a destination?

What is our positioning.

Where are we top? – Better than others.

Where are we just average?

# We love(d) titles ...





# We (not me) love(d) titles ...



# Just very few do work!

- Capital of Culture/ UNESCO World Cultural Heritage.
- City of Culinary Delights.
- University-City.



# Positioning

1

TURISTIČNI  
FORUM

Maribor

## Top in Culture

- UNESCO World Cultural Heritage
- European Capital of Culture 2003
- Cultural Institutions
- Cultural Events

## Top in Wining & Dining

- Culinary Offer based on regional and seasonal products
- Southern atmosphere
- The Wine & Landscape of Southern Steirmark

## Top in Science & Research

- Universities
- Research Institutes
- High-Tech-Industry
- UNESCO City of Design
- Good reputation as Conference City

Average offer in  
shopping, hotels, venues, access, sustainability, surrounding ...

Brand.  
Logo.

STADT  
G R A Z

HOLDING  
G R A Z

TOURISMUS  
G R A Z



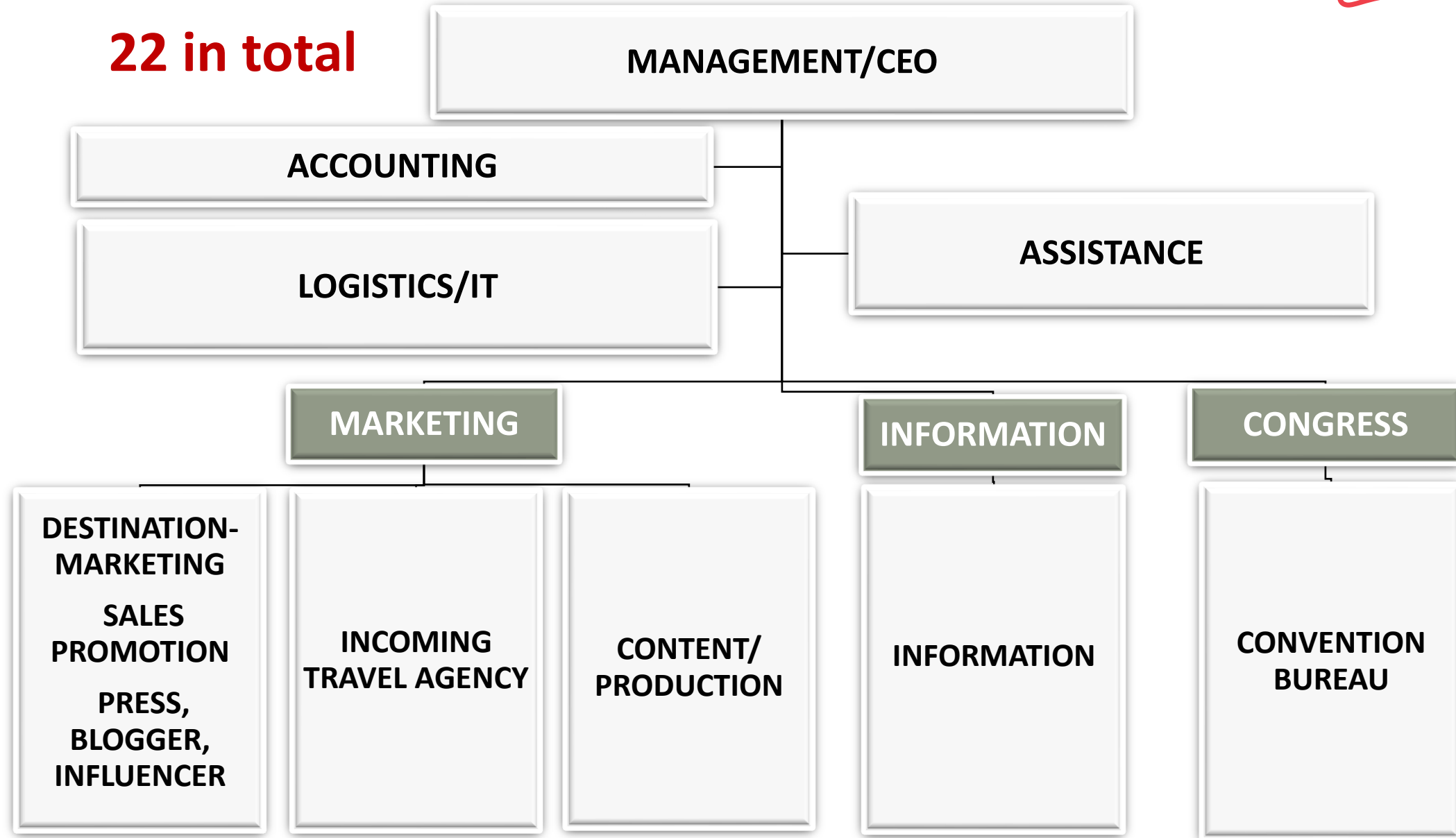
# GRAZ

EINE LIEBE,  
DIE BLEIBT.

# Present.



- ... not a slogan, just a claim for campaigns
- plain logo (values are stronger than slogans!)
- [www.graztourismus.at](http://www.graztourismus.at)
- [www.visitgraz.com](http://www.visitgraz.com)
- #visitgraz

**22 in total**

# Future.





# Goals before some crisis arrived ...

- 2.000.000 bednights p. a.
  - Campaigns
    - German-speaking area, Europe, North-America, Asia
  - Airbnb & Co
    - Level the playing-field
  - Accessibility
    - Flight-connections
  - Events
    - Culture
    - Sports
    - Congress
  - Better Aligment
    - Between tourist organisation and the City, the regional and national organisations ....

# Sustainable Visitor Economy

- Balance between Visitors and locals/residents
- Balance between business-, congress-, leisure-tourists
- Focus on quality not quantity
- Longer stays (current length of stays from 1,7 to 1,8)
- More income, more qualified jobs, more prosperity, more welfare, more wealth by tourism
- Quality of Life! – Better! Not worse!

# Challenges for strategies ...

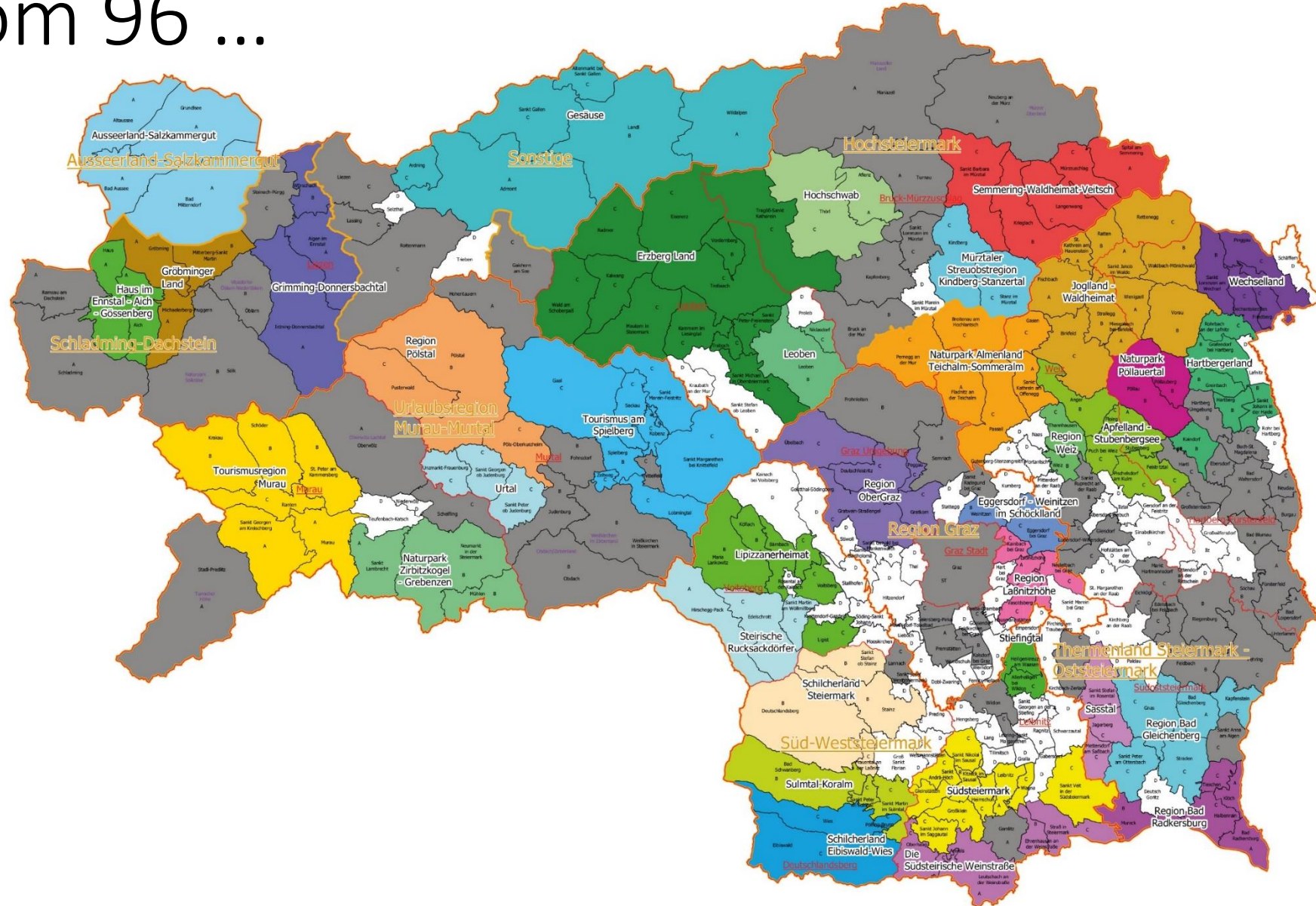
Corona

New structure for tourism  
organisations in Steiermark

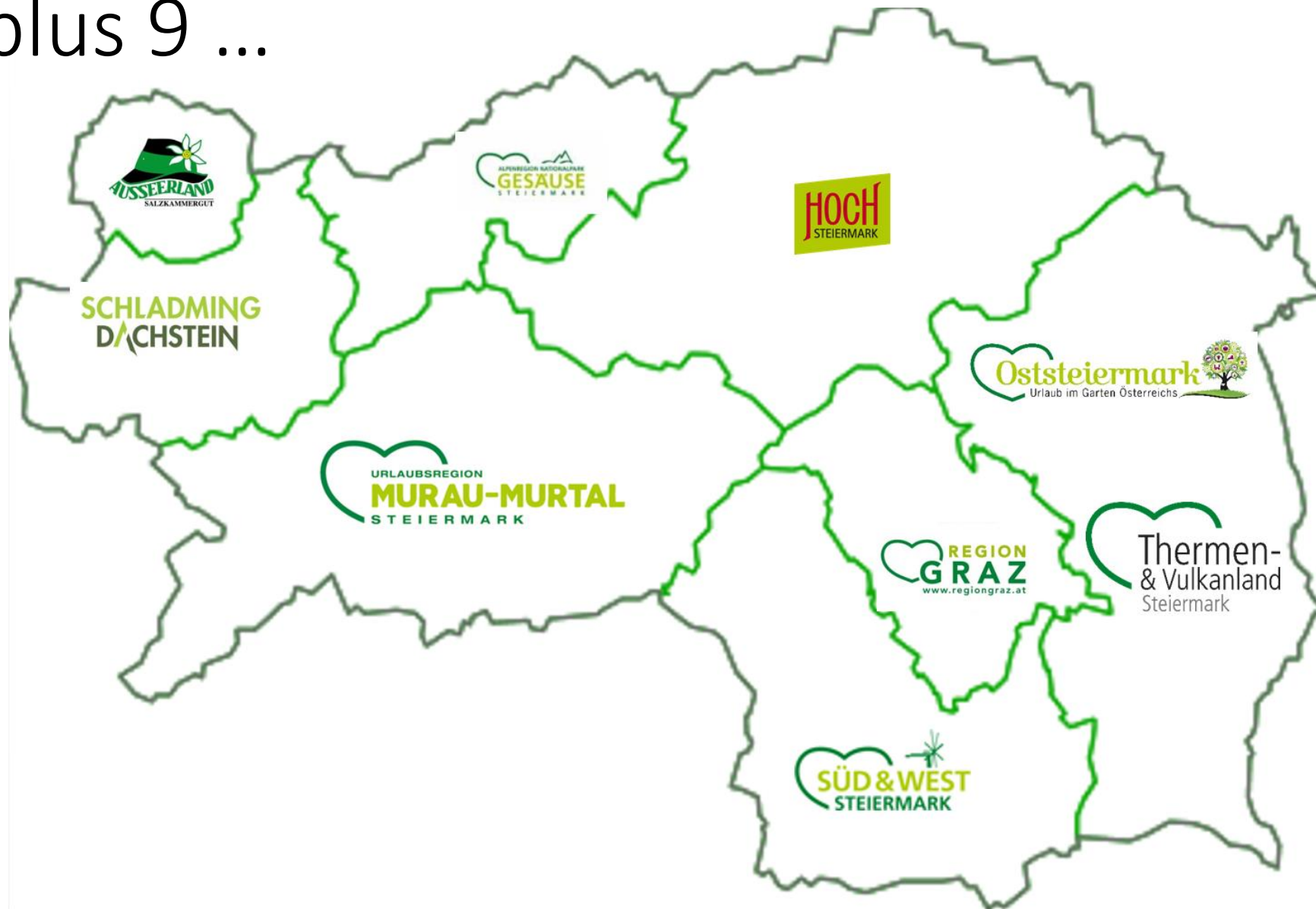




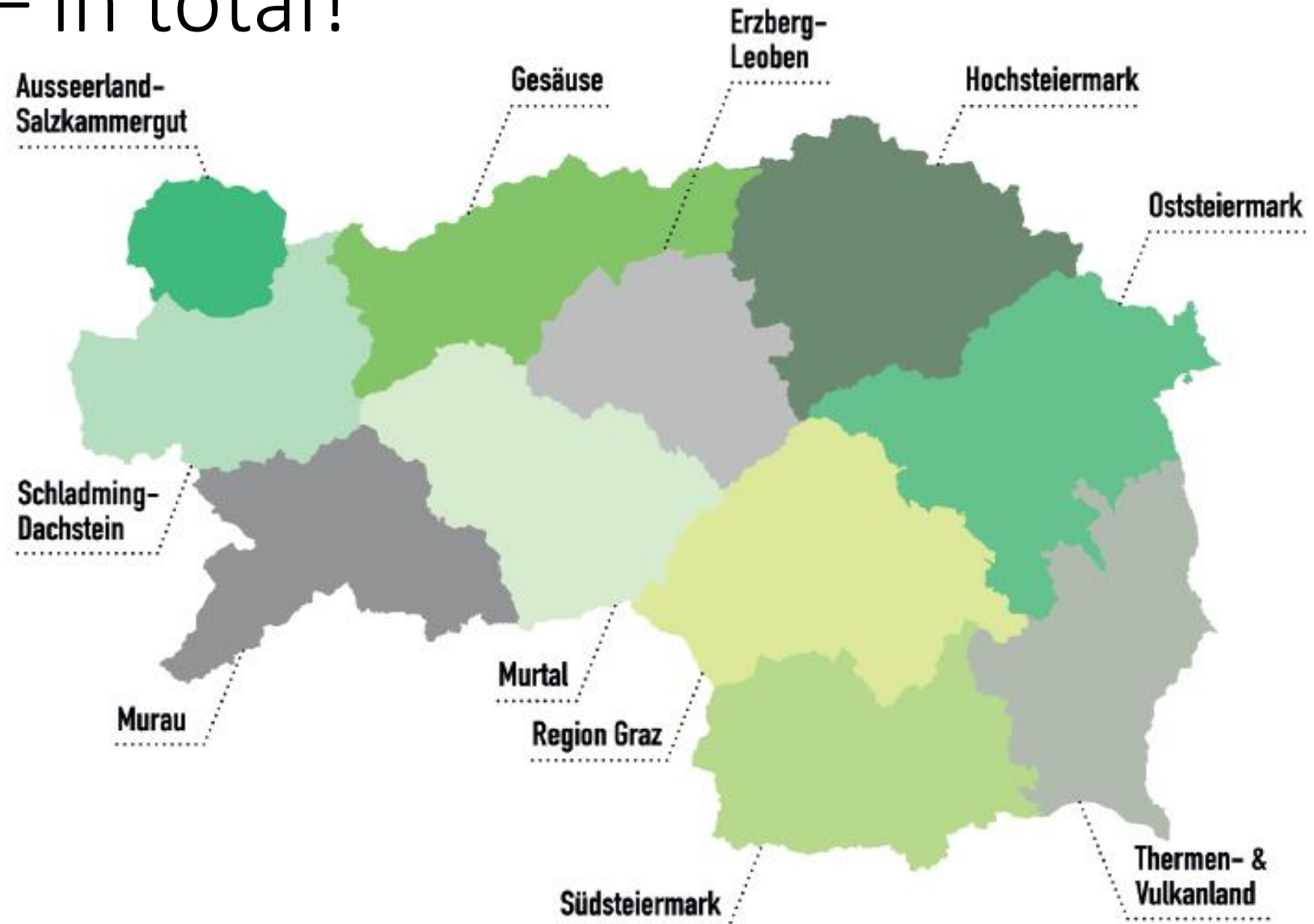
# From 96 ...



... plus 9 ...



... to 11 – in total!



# Challenges for strategies ...





# What's next?



# Some trends ...

- Sustainability!
- From „**tourists**“ to „**temporary visitors**“
- From **Destination Marketing** to **Place Marketing**
- From Marketing to **Management**
- From **Quantity** to **Quality**
- From **USP** to **DNA**

# Thank you.

