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Destination Management

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CEO Mostviertel Tourismus

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A popular vacation- and trip region



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Mostviertel – Niederösterreich/Lower Austria

- 112 towns and villages
- 1.000.000 overnights
- 12.670 guest-beds
- 6 regional tourism organizations
- 4 EU-Leader + regions



Organisational structure 1996

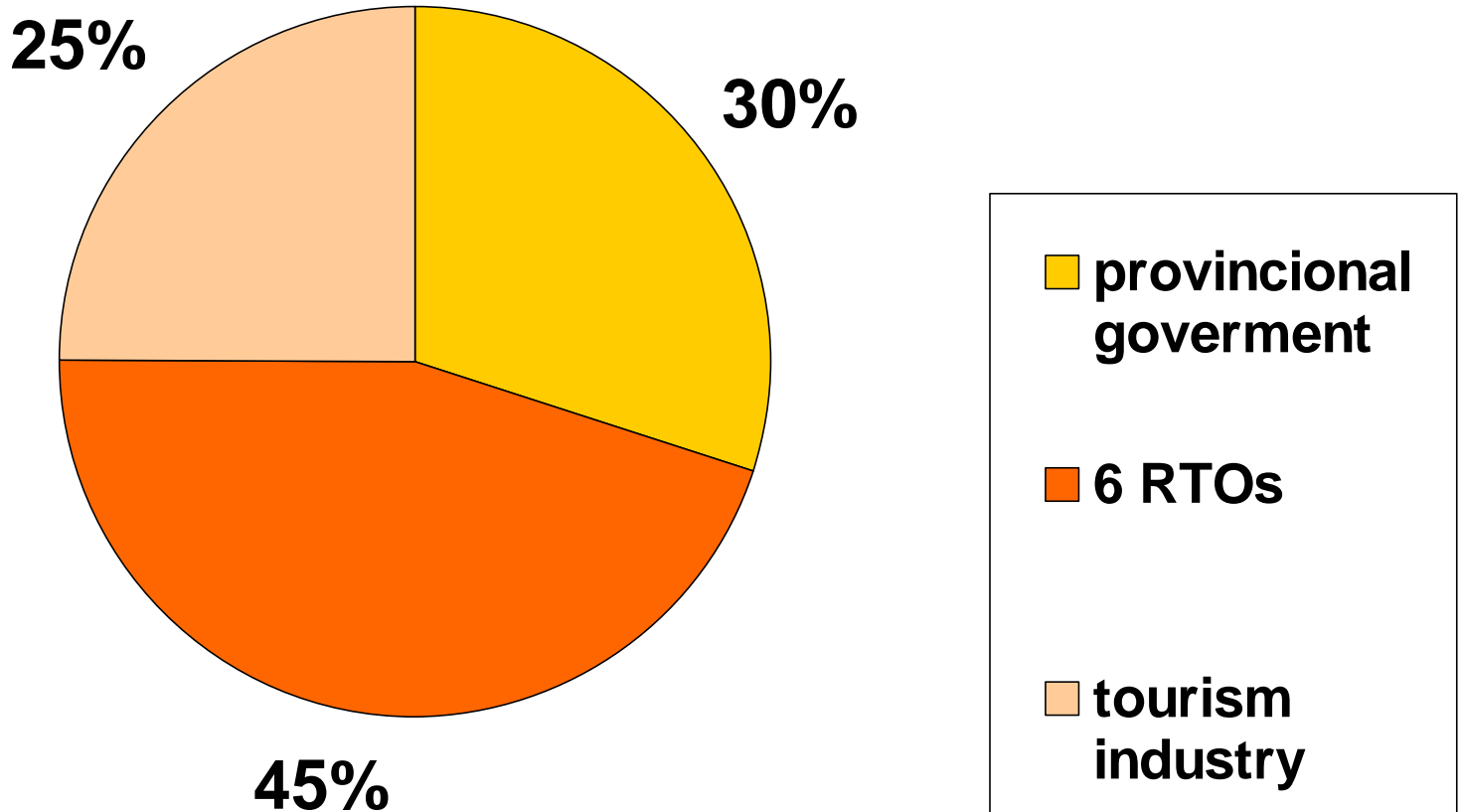
- Management by honorary officials
- Organisations with manager have 60 – 80 % overheads
- Double tracking
- Little involvement of tourism industry
- No influence of provincial tourism organisation
- Many organisations without clear competences

Consequences for the regional tourism organisations in Lower Austria

- Professionalisation of the regional tourism organisations
- Concentration of funds and personell
- Clear Organisational structure with participation of businesses and local and provincial government
- Synergies on all scales
- Harmonization of subsidies for infrastructure and marketing
- From 6 town and regional tourism organisations to Mostviertel Tourism

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Ownership of Mostviertel Tourism



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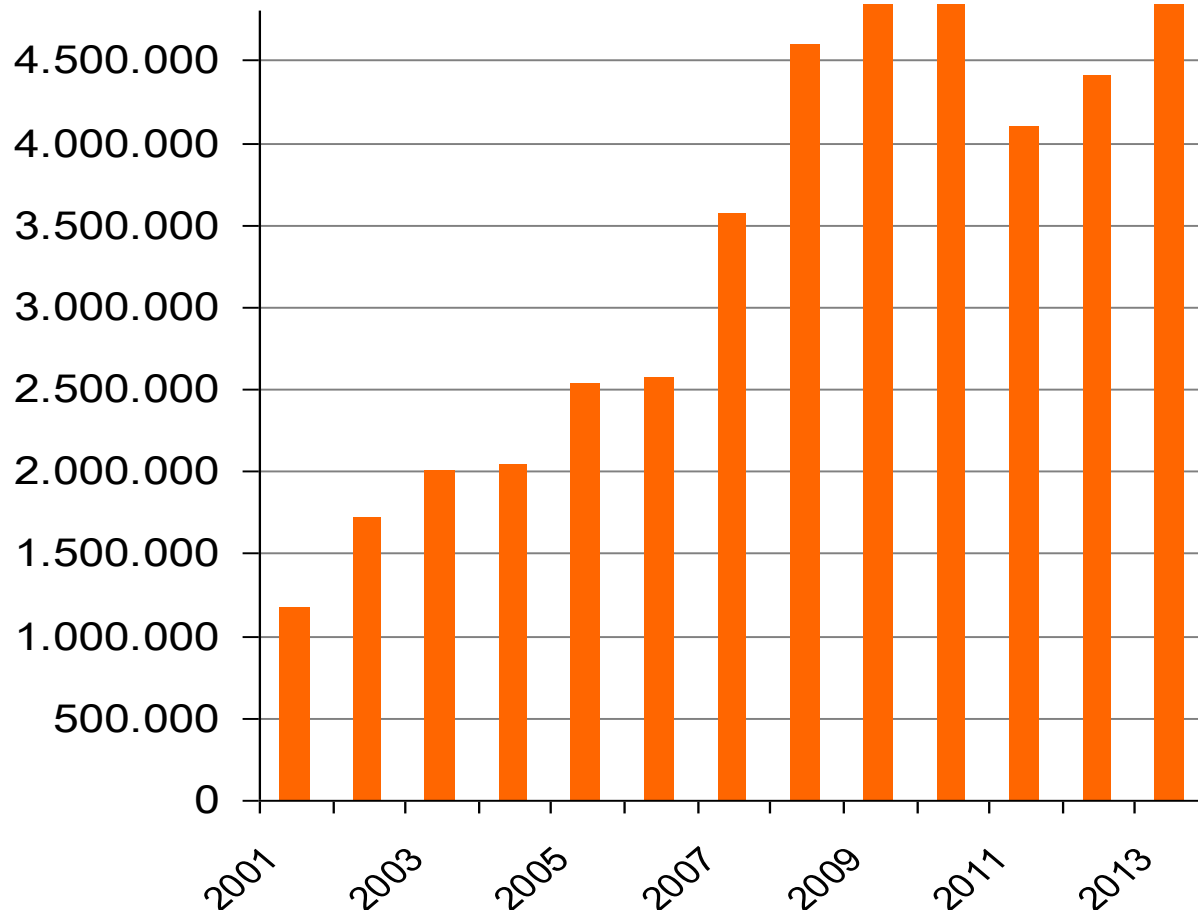
Mostviertel Tourismus GmbH

- Founded in 2000
- 20 employees
- 5,3 millionen euro budget in 2013



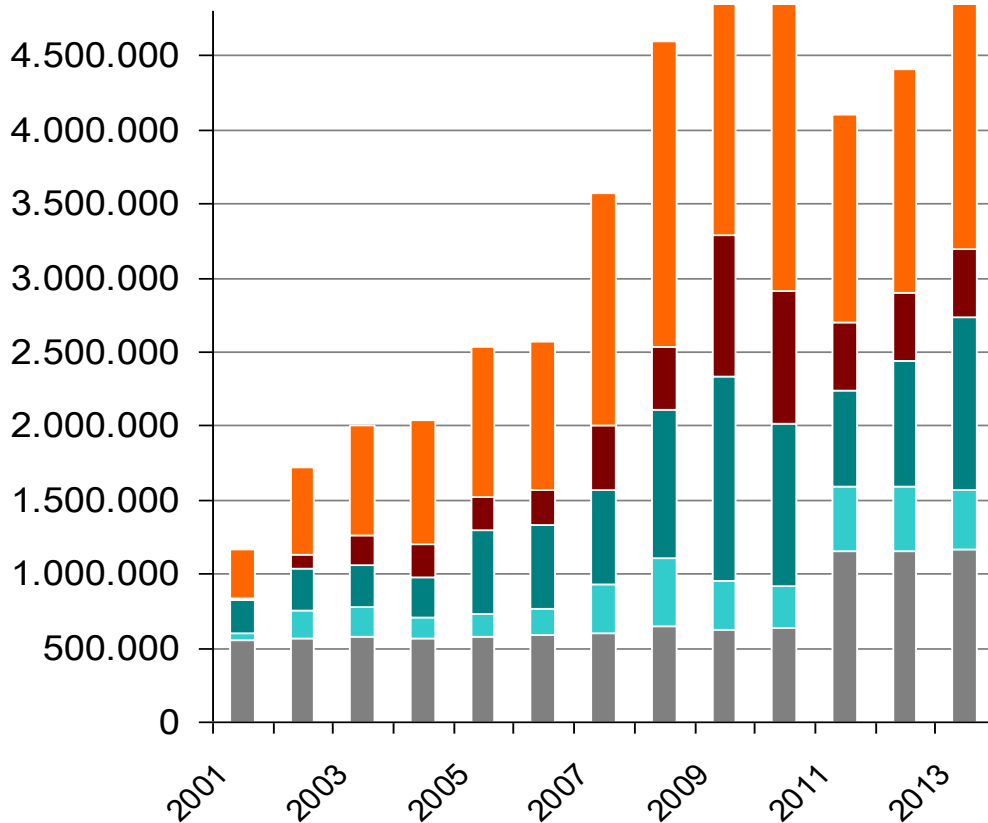
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Budget development 2001 - 2013



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Where does the money come from ?



subsidies

Incoming

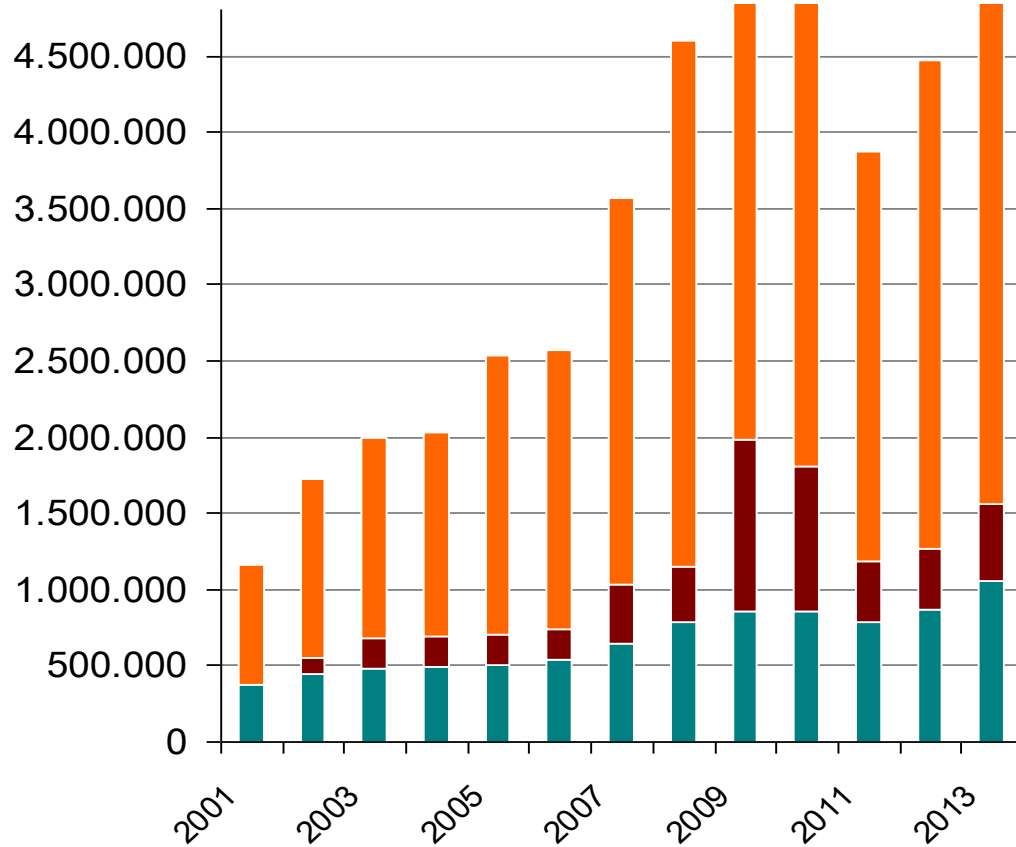
Partner

Own revenues

Comany fees

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Where do we spent the money?



Product development & marketing

Incoming

Personel

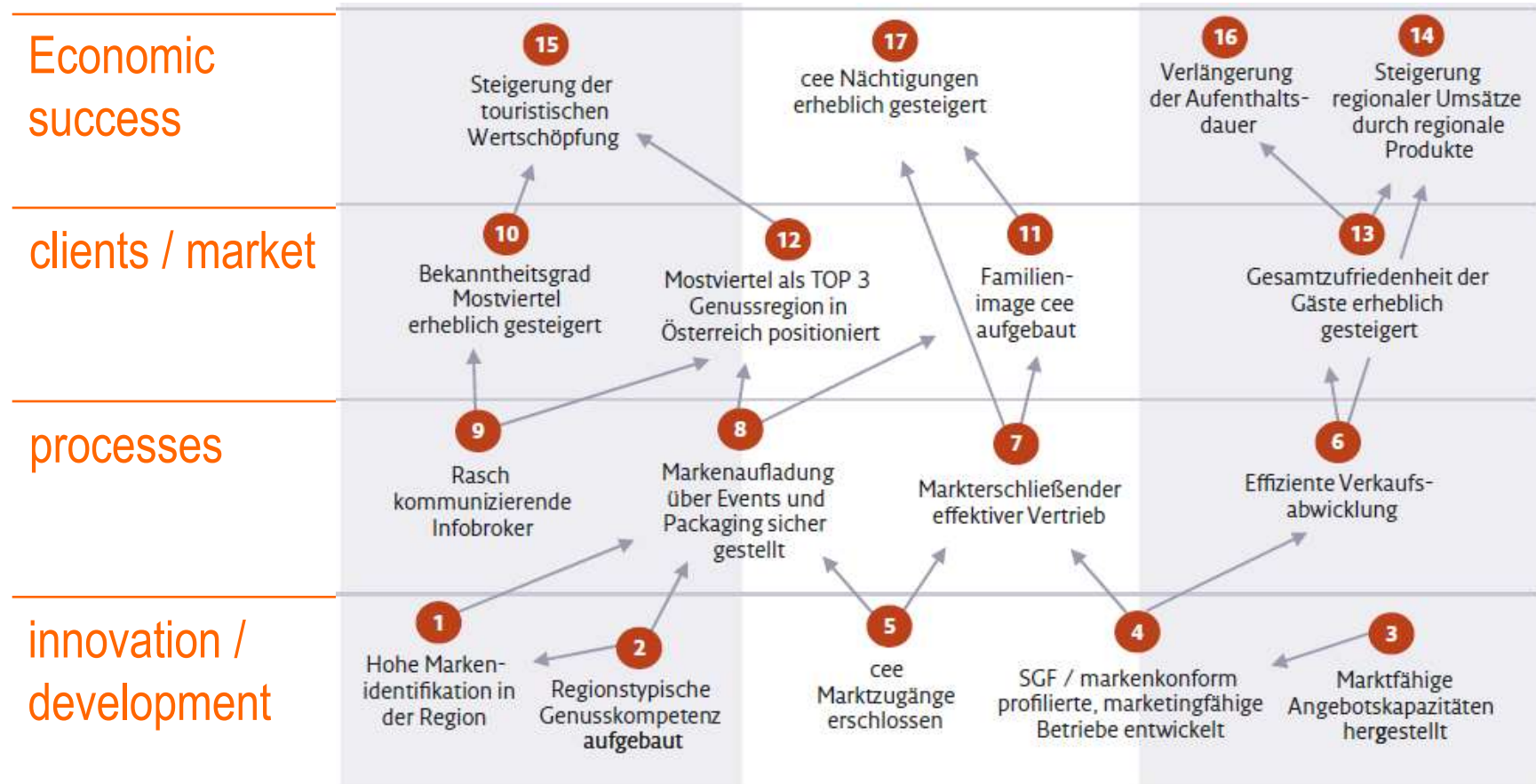
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Mostviertel Tourismus – strategy and daily business



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Mostviertel Zielelandkarte 2015+



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Brand positioning

Open new markets in CEE

Increase sales

Economic success

clients/ Market

processes

innovation / development

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Strategic directions – Mostviertel 2015

1. Brand positioning

- create brand experience areas with a creative idea
- Concentrated market investment – enterprises which want and can cooperate
- Create brand identity

2. Open new markets in central Europe

- Communicate the brand
- Secure distribution

3. Increase sales

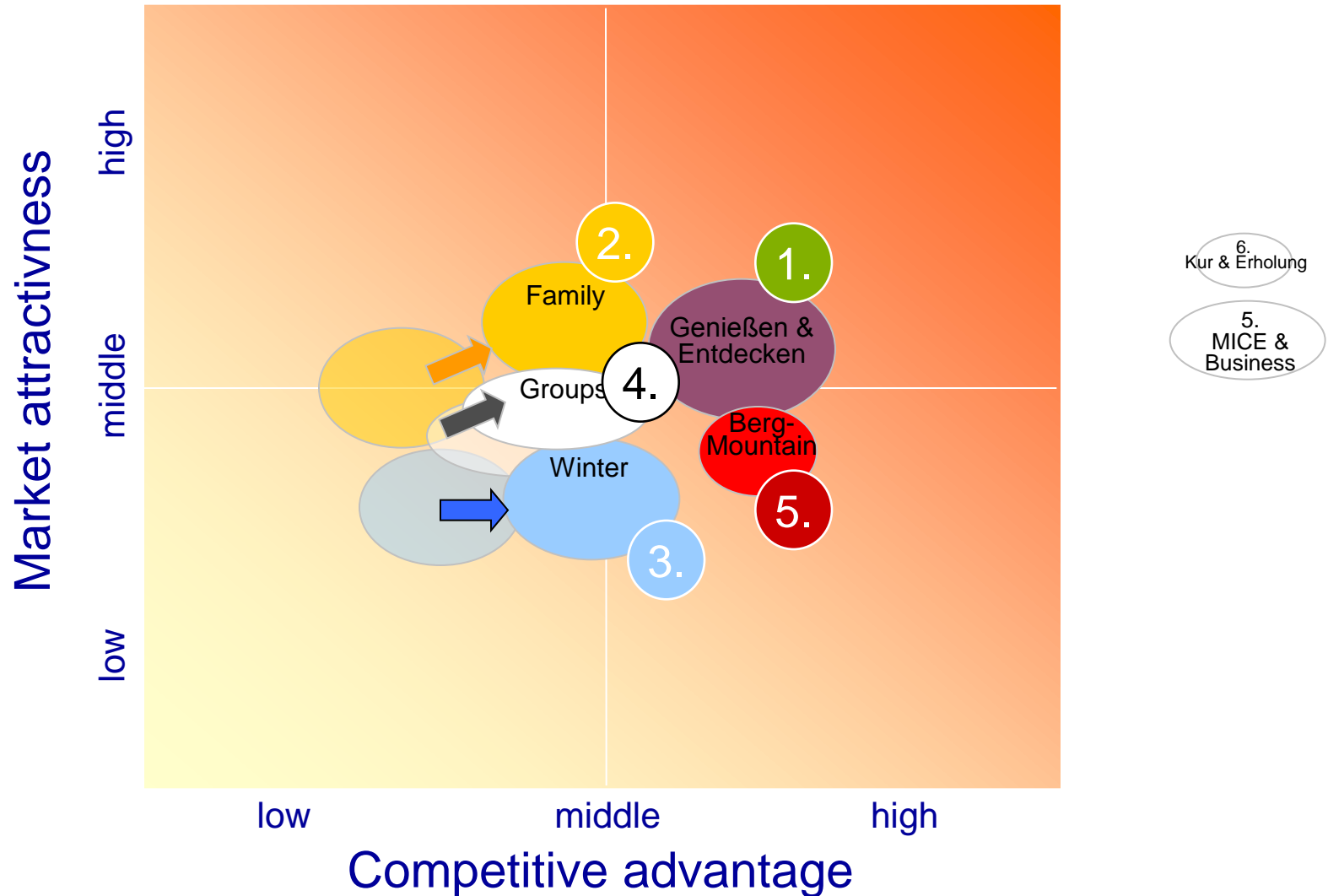
- Extension of stay
- Increase sales of regional products

Scope of duties in a tourism destination

- **Core business system**
- Sales
- Branding
- Quality management
- Knowledge management
- Destination Management Company

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Strategic business segments



Scope of duties in a tourism destination

- Core business system
- **Sales**
- Branding
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Quality for information and sales

e-Destination

Booking Center
Mostviertel Tourismus GmbH



www.mostviertel.info



Unterkünfte

[Niederoesterreich.at](http://www.niederoesterreich.at)

www.niederoesterreich.at
www.mostviertel.info



Data manager

Sales markets



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Sales

- Incoming office
- Sales trips with partners (B2C and B2B)
- Direct Mailing to travel agents (B2B)
- Booking and reservation center
- Contracts

Scope of duties in a tourism destination

- Core business system
- Sales
- **Branding**
- Quality management
- Knowledge management
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Lower Austria and its destinations
So similar. But so different as well.



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Examples of product development in the Mostviertel



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Sustainability and Innovation
EU-Award for the Pielachtal
2007

**Sustainability and
innovative products**



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- MostBirnHaus
 - opened 2007
 - 20.000 visitors
 - 30 villages investes



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Stories from the own history:
the chair of stories



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The individual trip advisor:
Rent a SEPP



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Cultural places



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wellenklaenge
and
gipfelklaenge



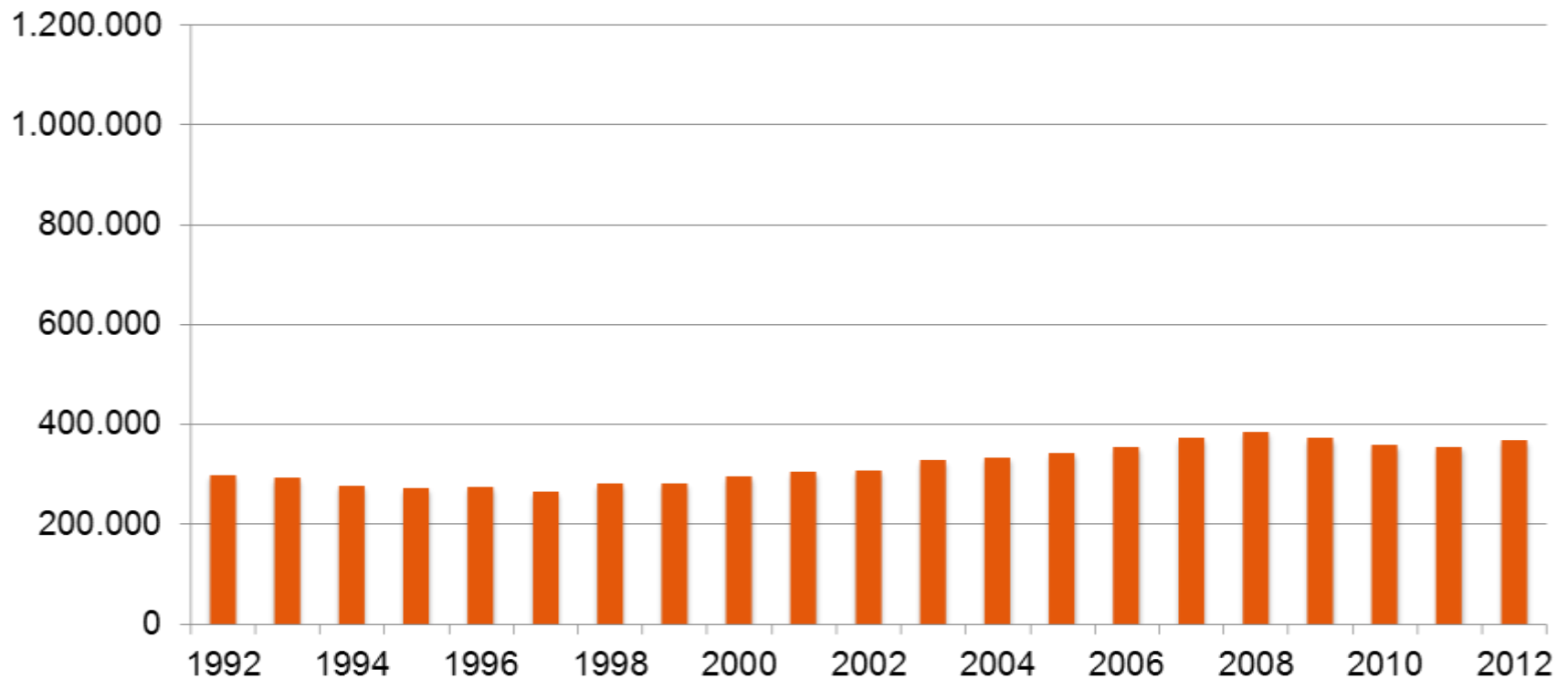
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To achieve successes !!



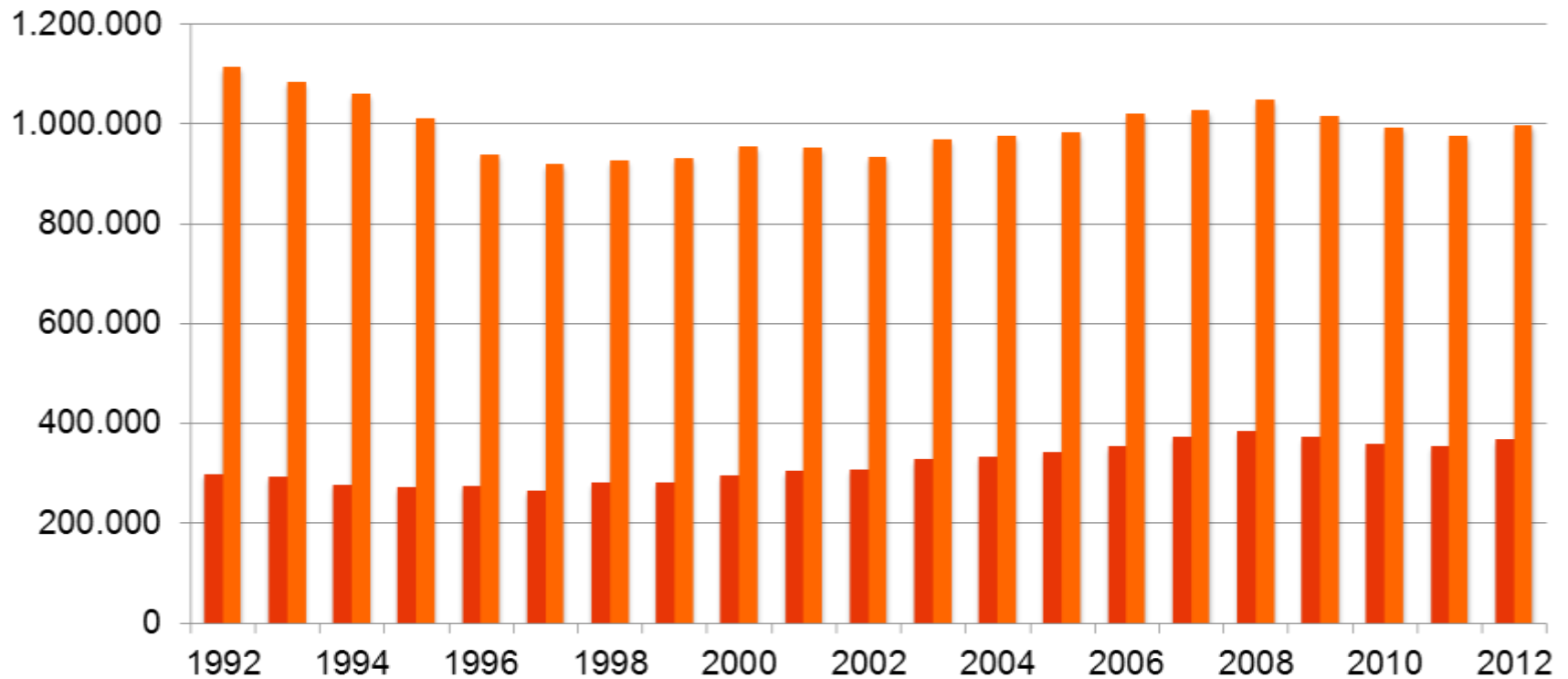
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Arrivals Mostviertel 1992 to 2012



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Arrivals & guest nights Mostviertel 1992 to 2012



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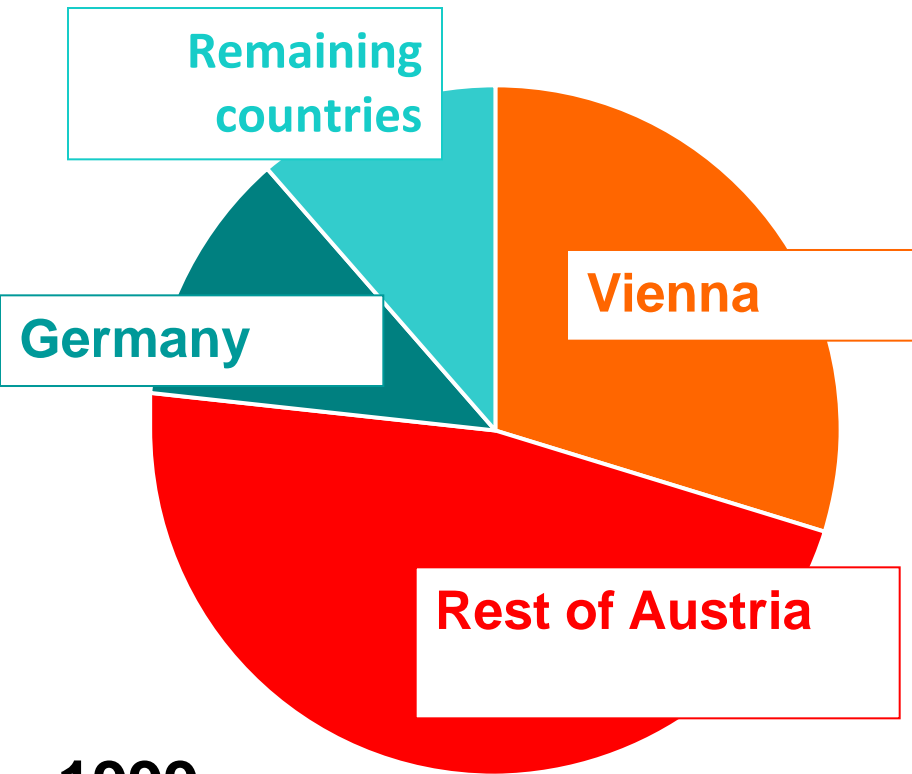
Tourism revenues und value

- Revenues through overnight stays
ca. 87 million Euro
ca. 58 million Euro value
- Excursion tourism
ca. 123 million Euro revenues
ca. 81 million Euro value



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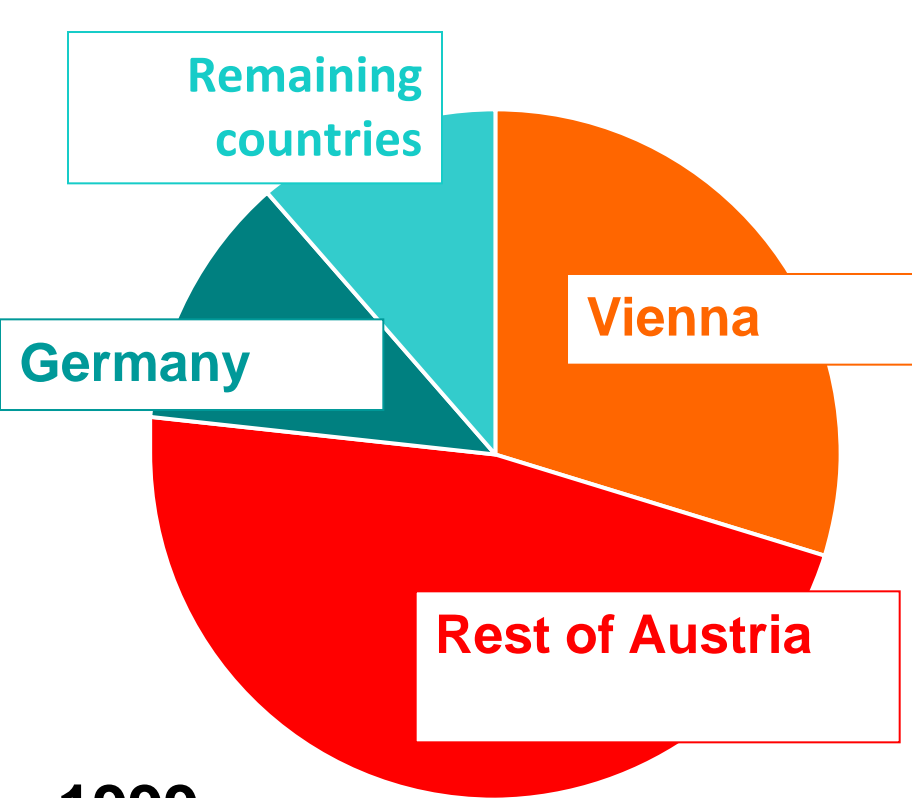
Investment into identity
How did the markets develop?



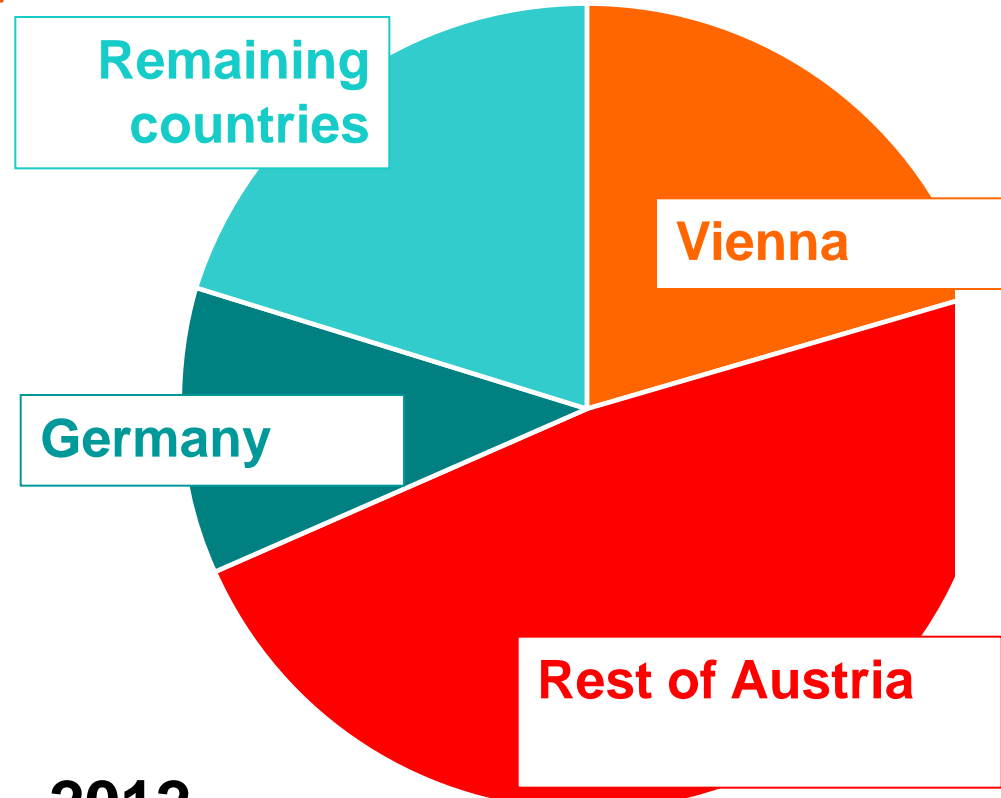
1999

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Investment into identity
How did the markets develop?



1999



2012

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2020.

