

The Vienna Convention Bureau

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*waits  
for you*

## ... where it started

- 1969
- Hofburg Congress Center became privately managed
  - Vienna Convention Bureau was founded

# ... where it started

## The „political“ deal

- City of Vienna / Vienna Chamber of Commerce provide marketing funds
- Vienna Tourist Board provides infrastructure

## ... where it started

### Own Board of Directors

- Total 10 persons
- 50 % nominated by City
- 50 % nominated by Chamber of Commerce
  - Chair changes yearly between City and Chamber of Commerce

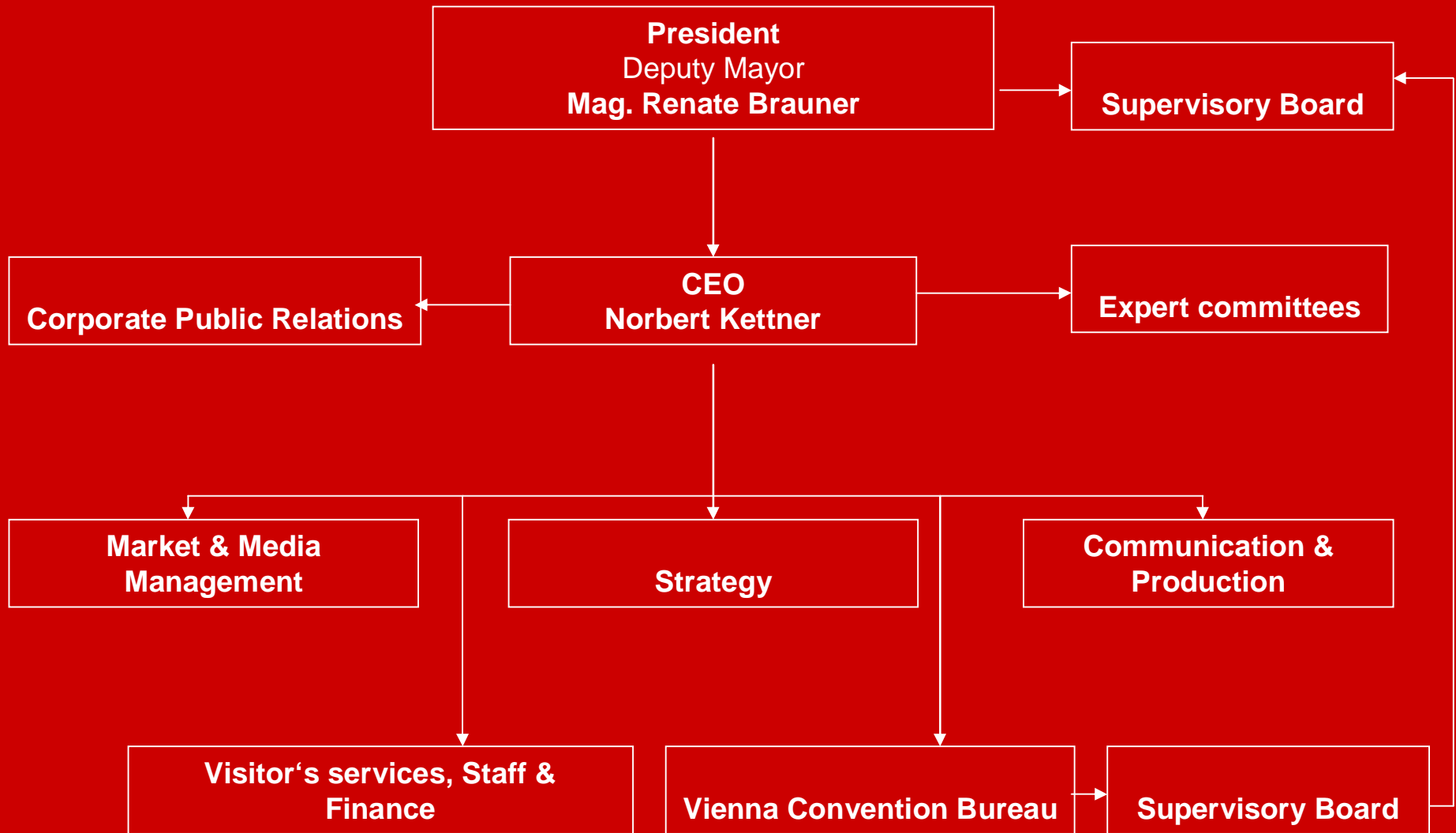
## ... where it started

- neutral and non for profit
- no commercial activities

The mandat / the mission:

To implement and execute all necessary activities to support and increase the meeting industry in Vienna (conferences, meetings, incentives)

# Vienna Tourist Board



# The budget development

## Kay phases:

1969-1984

2 Sponsors: City of Vienna

Vienna Chamber of Commerce

8 Board Members

1985-1988

additional partner – Management Company  
of the new Austria Center Vienna

2 additional Board Members

1990 -

New Finance Source – Sponsors from the  
private sector in Vienna

2002 -

Vienna Tourist Board became third budget partner

# The budget development

1969	1st budget	€ 295.000,--
2007	Budget	€ 2,100.000,--

Average annual statistical increase 5,5 %

## Internal structure

1969 – 1991

Convention Bureau part of the  
Sales Promotion Department of  
the Vienna Tourist Board

1991

Convention Bureau became  
own department  
„Reingeenering started“

## 1991 onwards - Staff

1991	1 person
1992	3 persons
1993	4 persons
1995	5 persons
2000	6 persons
2004	9 persons
2005	10 persons

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# Vienna Convention Bureau



# The Reengineering process 1991 – the visions

1. Get to know / measure the meetings industry in Vienna
  - establish statistics
  - establish economical evaluation
2. Build a professional team
  - coming from private sector
  - practical experience in the meetings industry  
(hotel, PCO. etc.)
  - complete service orientation to the client
3. Become the accepted leader for the local meetings industry  
by quality / professionalism of our work not by mandate.

# The Reengineering process

1991 – 2003

1st generation of VCB staff

2003 -

2nd generation of VCB staff

# The Reengineering process

## Two levels of staff

- Marketing / Sales Manager
- Assistant level (with additional projects)

# Vienna Convention Bureau

## Today's structure



# Vienna Convention Bureau

## Own responsibilities

- Own database management (separated from Tourist Board)
- Own Webmistress (Webpage separated from Tourist Board)

# Vienna Convention Bureau Budget 2007

Staff 31,5 %

Marketing 68,5 %

- If you pay peanuts you get monkeys
- Private sector experience
  - by preference meeting industry experience
  - multilingual
- Client directs our working behaviour
  - overtime paid – a must for motivation

- Higher salaries than private sectors  
of our industry
- Clear responsibilities
- no „box“ workers
  - staff multifaceted
  - such as „researchers“

# Vienna Convention Bureau Philosophy

- 24 hours response time to the client
- Know your competitors
- Know your strenghts
- High quality and service standards
- All staff should be also out of the office  
(tradeshows, industry events etc.)

# Business Philosophy

- Whatever we do serves the client first
- Make Vienna as easy as possible for the client
- We have to be the „turning platform“

# The city infrastructure - some facts & figures

# Vienna, because...

centrally located

easy access by air - direct flights  
from 261 destinations  
82 countries  
6 continents

Vienna International Airport  
only 19 km/12 miles from the  
city centre

safe, clean and smooth  
running public transport system



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# Arrival and Transportation



## Vienna International Airport:

- 190 International Air Carriers directly to Vienna
- 261 destinations in 82 countries
- 19 kilometres from the city centre
- Awarded as one of the safest airports worldwide
- Awarded as the third punctual airport and most punctual hub in Europe

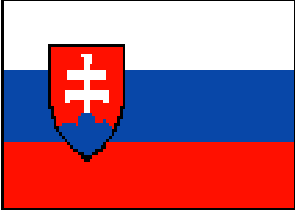
## City Airport Train (CAT):

- 16 minutes to city centre, non stop
- Check-in 24 hours prior to departure
- Extension to Bratislava Airport in 2009



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# Arrival and Transportation



## Bratislava Airport

The M.R.Stefanik Airport Bratislava is the principal international airport of Slovakia.

Vienna and Bratislava are the two closest capital cities in the world, only a short 64 km/ 40 miles apart.

Hourly bus connections between Vienna and Bratislava airport – one hour transfer time.  
Numerous trains also run daily between Vienna and Bratislava.  
Regular high speed boat service.



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# Vienna Public Transport



Vienna offers one of the most modern and efficient public transport systems worldwide

Special convention ticket for all delegates and accompanying persons for the duration of the respective event

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# Four Conference Centers

- Different owners
- Different management companies

Austria Center Vienna

Hofburg Congress Center &  
Redoutensaele Vienna

Reed Messe Wien - Congress Center

UN Conference Center



# Austria Center Vienna



- Owned & managed by the Republic
- Vienna's largest convention facility
- 14 conference rooms for 100 - 4.200 persons
- 19.000 m<sup>2</sup> gross exhibition space



# Hofburg Congress Center & Redoutensaele Vienna



- Owned by the Republic, managed by private company
- Former Imperial Palace
- 37 halls with a total of 17.000 m<sup>2</sup>  
for 50 up to 1.300 persons
- Halls can be used for conventions, exhibitions,  
presentations and festive gala banquets



# Reed Messe Wien Congress Center



- Owned by the City, managed by Reed Exhibitions
- Opened 2004
- State-of-the-art conference & exhibition center
- 3 exhibition halls, 1 multi-functional hall, 1 conference center
- 7.000 m<sup>2</sup> conference space
- 55.000 m<sup>2</sup> exhibition space



# New UN-Conference Center

- Owned and managed by the United Nations
- Opening May 2008
- UN purpose built
- Basically not for the open market – only political UN conferences

# Hotels



Category	Rooms	Beds
16 *****	3.355	5.539
145 ****	11.242	21.300
133 ***	5.853	11.207
71 **/*	1.903	3.663
50 Youth hostes and private B&B		2.310
11 Summer Hotels	1.125	2.087
<b>426 Hotels</b>	<b>23.932</b>	<b>47.005</b>

Further 7 hotels with 1.028 rooms / 1.991 beds will be opened until May 2008. Up to 2010, another 10 hotels with 2.000 rooms / 4.000 beds are planned for opening.

More than 75 hotels with meeting facilities!



# A special partner: Austrian Airlines Group



Austrian Airlines and their partners Lauda Air and Austrian Arrows are member of The Star Alliance Network



# A special partner: Austrian Airlines Group

- VCB and AUA acting like twins
- VCB takes the leadership
- Austrian Airlines
  - integral part of any bids
  - provides free site inspection tickets when needed
  - „hot“ site inspection always part of programme
  - AUA offer in any bid where applicable
  - free tickets for study groups

# Vienna Convention Bureau Market Strategies

- Association Business
  - European, International, National
- Corporate Business
  - Main markets
    - GB, USA
    - Germany, France
    - Benelux, Scandinavia
    - Switzerland, Italy
  - Passive
    - all other markets

# The VCB Strategies

- Serve any size of business
- Accompany the client and his business from first contact until last delegate leaves the city
- Be a consultant to the client (more than just trying to get his/her business)
- Absolute confidentiality on all levels
- Lobbying for the sector in Vienna

# Some case studies

- Extension of the Austria Center Vienna
- Complete Reconstruction of the Fairgrounds
- AC Forum

## VCB – as of today

- Well established meeting statistics
- Well established economical evaluation
- Local industry accepts VCB as leader
- International reputation
- Thinking further ahead how business will /  
could develop

# VCB – as of today

Meeting creates Understanding. Understanding creates Networking. Networking creates Experience. Experience creates Knowledge. Knowledge creates Technology. Technology creates Convenience. Convenience creates Well-being. Well-being creates Feeling. Feeling creates Motivation. Motivation creates Participation. Participation creates Meetings!

# VCB - as of today

We see ourselves becoming more and more a  
content / solution provider

## VCB – as of today

- Touristic law in Vienna
  - information about meetings to us
  - official published rates in the hotellist
    - binding for hotels
- We interfere quite dramatically if irregularities are discovered
- Permanent communication platform with hotels (GMC hotels + 4 star alliance represent 70 % of inventory)

## VCB – as of today

### How did we change ?

- we sell already the Vienna region
- we sell Bratislava airport for meetings in Vienna

### What would we never do ?

- move in commercial activities  
because
  - we would loose our integrity vis a vis  
the client
  - we would undermine the service  
structure in the city



# Vienna waits for you

????????????????????????????????????

Thank you for your attention !