

Vienna: Anita Paic Named New Head of B2B Management Including Vienna Convention Bureau

Vienna, March 28th, 2024 / Appointment of new leadership: Seasoned industry expert takes the helm of B2B Management and Vienna Convention Bureau to bolster International Relations and Promote Congresses and Corporate Meetings in Vienna.

Anita Paic is an expert in strategic marketing communication with many years of international corporate experience. She has gained this experience in several management positions within the global tourism industry - including at FMTG Falkensteiner Michaeler Tourism Group, Sacher Hotels and Marriott International. From 2009 to 2016, she was responsible for the sales strategy of Vereinigte Bühnen Wien, a collective of some of the city's most prominent and culturally significant performance venues, as Head of the Sales Department.

The tasks of the department now headed by Paic include the Vienna Convention Bureau, which is responsible for the worldwide acquisition of congresses, corporate conferences and incentives as well as providing extensive support to meeting organisers. According to the latest rankings by the International Congress and Convention Association, ICCA (1st place) and the Union of International Associations, UIA (2nd place), Vienna is one of the top conference destinations in the world.

Born in Croatia, raised in Vienna, Anita Paic has a degree in tourism management, is a certified advertising manager, completed her Executive Master of Business Administration at the Vienna University of Economics and Business Administration and her Master of Arts in Business and Organisational Psychology at the Danube University Krems.

Vienna Tourist Board CEO Norbert Kettner: "It's crucial to evolve Vienna's tourism focusing on value, sustainability, and profitable growth that benefits everyone. Co-operation with the global travel and meetings industry is key. We're thrilled to have Anita Paic, a seasoned expert, lead our B2B efforts in this direction."

Anita Paic, Head of the Vienna Tourist Board's B2B Management department: "Starting my new role with enthusiasm and a strong sense of responsibility, I'm ready to leverage my years of experience in Vienna's tourism sector. As Vienna is a global benchmark for quality and economic impact in city tourism, I look forward to contributing to its future success with the Vienna Tourist Board team."

Two additional teams report to her directly - the International B2B Relations team connects the Viennese and global travel industries, focusing on marketing Vienna as a cultural hub and addressing the global luxury travel segment. The B2B Marketing Communications team leads the Vienna Tourist Board's outreach to the travel and meetings industry.

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IMAGES:

Anita Paic © private
Anita Paic and Norbert Kettner © Stadt Wien, David Bohmann

High-resolution images for free editorial use can be found at foto.vienna.info.

PRACTICAL TIPS FROM THE VIENNA CONVENTION BUREAU

The team of the Vienna Convention Bureau is the first point of contact when it comes to planning congresses, conferences, corporate meetings or incentives in Vienna. They support meeting planners with expertise and numerous free services. Find all information and services under meeting.vienna.info.

VIENNA
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**“MICRODOSE VIENNA”
VIENNA TOURIST BOARD WANTS YOU TO TAKE A “TRIP”**

Vienna, Austria: The Vienna Tourist Board is thrilled to unveil its groundbreaking marketing campaign, "microdose vienna." This pioneering initiative is strategically crafted to target the USA and UK markets, aiming to garner widespread attention for Vienna and its esteemed cultural institutions by tapping into the popular concept of micro-dosing. Limited edition pills containing actual horse sweat and parts of a Klimt painting, among other essences of Vienna, are the centerpiece of the campaign.



The city of Vienna is a vibrant amalgamation of imperial heritage, classical music, art, and cutting-edge culinary innovations, with a number of iconic figures, from Empress Sisi to Freud, leaving indelible marks on the capital. This blend of imperial grandeur and artistic prowess makes Vienna a captivating destination where the echoes of its glorious past resonate harmoniously with its contemporary vibrancy. For those wishing to experience a taste of what the city has to offer, the Vienna Tourist Board is unveiling their innovate new marketing campaign, “microdose vienna”.

Crafted in collaboration with Saint Charles Apothecary and local Viennese partners, the campaign offers a limited collection of 380 sets of tablets encapsulating the essence of Vienna’s rich cultural heritage. This exclusive offering provides a legal and safe alternative to the microdosing trend, inviting consumers to embark on a journey through Vienna’s cultural tapestry without leaving their homes.

The "microdose vienna" campaign presents Vienna in a novel light by encapsulating the city's quintessential experiences into tablet form, showcasing it as a vibrant hub of art and culture. These

tablets, meticulously crafted with ingredients symbolizing Vienna's cultural richness, offer a unique opportunity for audiences to experience the city's essence.

The campaign features a curated selection of pills, each embodying a distinct aspect of Vienna's cultural and artistic heritage. The collection includes dust particles from one of Gustav Klimt's masterpieces, sound waves from Wiener Symphoniker concerts, tartaric acid crystals from Viennese vineyards, microscopic steel particles from the Giant Ferris Wheel, and even the distilled sweat of Lipizzaner stallions from the Spanish Riding School. Additionally, tablets were stored in Sigmund Freud's private safe, paying homage to Vienna's intellectual legacy.

List of all pills available:

- **Klimt's Reflection:** introspection, radiance, inspiration
 - Contains dust particles of Gustav Klimt's Portrait of Emilie Flöge (provided by the [Wien Museum](#))
- **Viennese Vibrations:** emotional, resonance, harmony
 - A dose of Vienna's symphonic mastery (provided by the [Wiener Symphoniker](#))
- **Regal Strength:** power increase, confidence boost
 - Capturing the spirit of the Lipizzaner stallions (provided by the [Spanish Riding School](#))
- **Lifting Spirit:** recreation, letting go
 - Bottling the essence of Viennese wine (provided by winery [Mayer am Pfarrplatz](#))
- **Tune into Freud:** enlightenment, clarification
 - Drawing inspiration from the profound legacy of Sigmund Freud (provided by the [Sigmund Freud Museum](#))
- **Spinning the Wheel:** mood lift, clarity
 - Steel from the world's oldest still running Giant Ferris Wheel (provided by [The Vienna Giant Ferris Wheel](#))

With the slogan "Take a Trip to Vienna," the campaign encourages individuals to start their Vienna experience with a micro-dose, promising a captivating journey into the heart of the city.

Norbert Kettner, CEO of the Vienna Tourist Board, remarks: "We are thrilled to launch 'microdose vienna,' a unique campaign that embodies Vienna's innovative spirit and cultural richness. Through this initiative, we invite the global community to sample a taste of our city's essence, aiming to create a meaningful connection with Vienna. We want to share a piece of our city's soul in a novel way, proving that even a small dose of Vienna can be profoundly captivating. We look forward to welcoming visitors to explore the full beauty and depth of our city."

The "microdose vienna" pills are produced in a strictly limited edition and will be available starting April 2nd. Interested parties are encouraged to register at <https://www.wien.info/en/microdose> for a chance to secure one of these exclusive sets.

About the Vienna Tourist Board

The Vienna Tourist Board is dedicated to promoting Vienna as a prime destination for both meetings and cultural and leisure tourism. Innovative campaigns like "Unhashtag Vienna" (2018), "Vienna Strips on OnlyFans" (2021), and now "microdose vienna" showcase the city's rich heritage, unparalleled art scene, and vibrant lifestyle to a global audience.

About Saint Charles

Founded by a 6th generation pharmacist, Alexander Ehrmann, Saint Charles combines traditional European medicine with modern twists to create natural cosmetics, aromatherapy and herbal remedies formulated from natural ingredients sourced largely from regional and sustainable cultivation.

The "microdose vienna" tablets and capsules don't contain any active ingredients and are safe for consumption. Please read the package insert carefully in case you are allergic to any of the ingredients.

For more information on the "microdose vienna" campaign, visit <https://www.wien.info/en/microdose>
Press Images (free download) / ([Gallery](#))

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This campaign is the result of a joint creative workshop between the Vienna Tourist Board and Jung von Matt DONAU. The aim of this innovative partnership is to develop extraordinary communication solutions that promote the Vienna brand and set new standards.

Credits:

Vienna Tourist Board:

Director of Brand Management: Claudia Wieland

Deputy Director Brand Communication: Lukas Merl

Campaign Management: Sandra Tiller, Elisabeth Breuer

Agency: Jung von Matt DONAU

Chief Creative Officer: Daniel Schaefer, Szymon Rose

Executive Creative Director: Michael Nagy

Creative Director: Andreas Kadenbach, Stefan Bauernberger

Senior Copywriter: Theresa Scherrer

Senior Art Director: Simon Herret

Senior Account Manager: Lisa Gärtner, Alicia Rocki

Video Production: MXR

Partner: Saint Charles Apothecary

"The last place you want to be." Vienna celebrates the 150th anniversary of the Vienna Central Cemetery

Vienna, October 2024 - Vienna Central Cemetery, one of the most important cemeteries in the world, celebrates its 150th anniversary on November 1, 2024. Since its opening in 1874, it has developed into a place of special cultural and historical value and is an insider tip for all Lovers: of unusual and morbid places. To mark this anniversary, the Vienna Tourist Board is presenting "Vienna: the last place you want to be.", a short film that aims to present Vienna in a charming way as not only the most liveable city in the world, but also the one most worth dying for.

With over three million people buried here, the Central Cemetery is the second largest cemetery in the world in terms of the number of dead. Covering an area of 2.5 square kilometers, it ranks seventh in the world and second in Europe. There are around 330,000 graves on the extensive grounds, including around 1,000 graves of honor. Numerous famous personalities have found their final resting place here - including, for example, the composers **Ludwig van Beethoven, Johannes Brahms, Franz Schubert and Johann Strauss** as well as other great names such as the architect **Adolf Loos** or the actress and inventor **Hedy Lamarr**. The Church of St. Borromeo, designed by Max Hegele, is also an architectural highlight of Viennese Art Nouveau at Vienna Central Cemetery.

The anniversary year will be celebrated until the end of October with special and sometimes unexpected events. The program includes a reading, a cabaret performance and a Halloween festival for scary fans young and old. Events that have already taken place, such as yoga classes, concerts, nature tours and creative painting and craft workshops, have offered visitors the opportunity to discover the cemetery from unusual perspectives over the past few months.

Vienna's approach to death

In addition to its actual function, the Central Cemetery also offers a unique insight into Vienna's approach to death through the **Funeral Museum**. The museum presents the history and traditions of burials in Vienna in a vivid way over an area of 300 m². Between ornate coffins and other historical burial rituals, the exhibition offers an often humorous approach to this topic, reflecting the famous black humor of the Viennese. You can also purchase unusual merchandising items, such as a T-shirt with the slogan "We put the FUN in Funeral" or honey produced by the bees of the Central Cemetery.

More fun facts about the Vienna Central Cemetery

- **Kilometre-long walks possible:** visitors can explore the cemetery along 80 kilometers of roads and paths.
- **Dedicated bus line:** A line of 100% electric buses serves 19 stops to make it easier to navigate the huge site.
- **"Silent Run" running routes:** Two signposted running routes allow visitors to discover the cemetery in a sporty way while enjoying the peace and quiet.
- **Experience biodiversity:** Vienna's Central Cemetery is not only a place of rest, but also a hotspot of biodiversity. With 170 documented animal species, including field hamsters, and 200 plant species, as well as its own 40,000 m² nature garden, the area provides a habitat for impressive flora and fauna. Nature tours such as the "Hamster Tour" invite you to explore this ecological oasis in the heart of the cemetery.
- **Night tours:** Exclusively after dark, the night tours at Vienna Central Cemetery offer exciting insights into gruesome legends, burial rituals and historical events such as the emergence of forensic medicine - an experience guaranteed to give you goosebumps.
- **Coffee house and sausage stand:** Culinary breaks are provided by a traditional coffee house and a sausage stand right next to the cemetery grounds.

Vienna Tourist Board honors the anniversary with a short film

To mark this 150th anniversary, the Vienna Tourist Board has created an original short film: With the ambiguous name "Vienna: the last place you want to be." it tells the story of a mayfly who spends the only day of her life in Vienna. As she discovers the cultural and culinary highlights of the city, she narrowly escapes death time and again. Produced in collaboration with the London animation studio BlinkInk, the film humorously shows the diversity and morbid charm of Vienna. The mayfly's journey ends at sunset in Vienna's vineyards - a fitting finale to an eventful day.

"The Viennese soul was undoubtedly born with a dose of morbidity. In our latest short film, we use it as a vehicle to show how much joie de vivre, culture and culinary delights our city has to offer and to emphasize that Vienna is rightly constantly voted the most liveable city in the world," explains Norbert Kettner, Director of the Vienna Tourist Board.

The short film will be promoted via social media and online in the markets of Germany, the UK, Italy, France, Spain, Switzerland, the USA and Canada from October 14, 2024. In the USA, it can also be seen on the Disney+ streaming platform, while in Canada it will be shown on Netflix. Users can discover the short film and additional information on [the](#) landing page thelastplace.vienna.info.

Short film "Vienna: The last place you want to be": [YouTube link](#).

Press photos central cemetery: <https://foto.wien.info/Bilder/Alle?Search=zentralfriedhof>

11.10.2024

Press photo Central Cemetery © Sebastian Burziwal:
[Anniversary of the Vienna Central Cemetery © Sebastian Burziwal.jpg](#)

Press images "Vienna, the last place you want to be"
[The last place you want to be Grim Reaper © Vienna Tourist Board Blinkink.jpg](#)
[The last place you want to be Old Mayfly © Vienna Tourist Board Blinkink.jpg](#)

Credits:

- **Vienna Tourist Board:** Director Brand Management: Claudia Wieland, Brand Management & Consulting: Patrick Hiltz, Project Management: Isabella Graf
- **Creative Agency:** Jung von Matt DONAU
- **Production Company:** BlinkInk
- **Director:** Sam Gainsborough
- **Vienna Co-Producer:** Dockyard
- **Music Arrangement & Production:** Walter Werzowa

Vienna Showcases Historic Palaces in Unique "UnReal Estates" Campaign

Vienna, Austria, September XX, 2024 – Vienna, a city renowned for its architectural grandeur and imperial history, is bringing its most iconic residences to Zillow, a popular real estate platform, in a new marketing campaign. From September 16 to October 20, 2024, the Vienna Tourist Board will feature some of the city's most celebrated landmarks in a digital experience titled "UnReal Estates," creatively developed in collaboration with Jung von Matt DONAU.

In a creative twist on Zillow's traditional real estate listings, the campaign invites users to imagine owning these grand properties before being redirected to a landing page with detailed information and an invitation to visit. While the homes aren't for sale, visitors can explore Vienna's historic residences year-round.

This innovative campaign highlights four of Vienna's most beautiful historic buildings:

- **Schloss Schönbrunn Palace** – The former [summer residence](#) of the Habsburg monarchs.
- **Hermesvilla** – The former [country house](#) of Empress Sisi.
- **Belvedere Palace** – The former [residence](#) of Prince Eugene of Savoy, now home to the world's largest collection of Gustav Klimt's works, including *The Kiss*.
- **Sigmund Freud's townhouse** – The former [home](#) of the world's most famous psychoanalyst.

As part of the campaign, a competition invites users to engage with the digital content for a chance to win a unique Viennese experience, including roundtrip airfare, accommodation at Schönbrunn Palace's Grand Suite and more. Additional details can be found [here](#),

Norbert Kettner, CEO of the Vienna Tourist Board, said, "Beyond showcasing iconic residences like Sigmund Freud's classic Viennese apartment, this campaign highlights the architectural splendor of our imperial past. That timeless opulence is as much a part of Vienna's identity as the affordable and popular social housing solutions the city proudly offers today."

Stefan Bauernberger, Creative Director at Jung von Matt DONAU, added, "By hijacking a platform where people are craving magnificent architecture and interior design, we tap into their natural curiosity about how the rich and famous lived. In Vienna, we easily satisfy that thirst."

"Unreal Estates" is the result of a partnership between the Vienna Tourist Board and Jung von Matt. The collaboration aims to develop innovative communication strategies that promote Vienna as a top destination and set new standards in tourism marketing.

For more information about the campaign, visit estates.vienna.info.

Credits:

Jung von Matt:

- Creative Director Art: Stefan Bauernberger
- Creative Director Text: Andreas Kadenbach, Ina Vodivnik
- Senior Art Director: Simon Herret
- Senior Copywriter: Theresa Scherrer
- Junior Copywriter: Tina Arakis
- Account Manager: Anna Löwer, Lisa Gärtner

Vienna Tourist Board:

- Director of Brand Management: Claudia Wieland
- Deputy Director Brand Communication: Lukas Merl
- Campaign Management: Patricia Deubner, Elisabeth Breuer, Sandra Tiller

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SUBJ: The Secret to Quiet Vacationing Can Be Found in the World's Most Livable City

If there's one travel trend that's making some noise this summer, it's "quiet vacationing," a term coined by [The Harris Poll](#) that describes growing movement of employees going away without telling their superiors so as not to have to utilize PTO days. As the remote work trend continues to grow and evolve post-pandemic, trends of not only where people can work from but when they can do it are increasingly apparent. And what better place for a secret workcation than [Vienna](#), consistently ranked world's most livable cities by [The Economist](#) and the [European Intelligence Unit \(EUI\)](#).

This trend shows the growing desire of young people to have work-life balance, with many Millennials and Gen Z's indicating that they think companies should close for a week each summer. But if they can't shut down for a week, why not pretend. Or better yet, why not pretend you live and work somewhere else... because in this day and age, you can. So what is it that makes Vienna the ideal city to live in, even if just for a few weeks?

Cafe Culture

It may seem like all you need to work in a cafe is ample seating and good WiFi, but there's no denying that impeccable vibes and stunning settings take it to get you inspired. Iconic cafes like [Café Central](#) and [Café Sacher](#) make for the perfect place to cross items off the to-do list while soaking in the city. Enjoy a delicious slice of Sachertorte or a cup of Wiener Melange while working or taking a break between calls to soak in the historical charm and intellectual ambiance that has inspired writers and thinkers for centuries.

Excellent Public Transportation

Like many European cities, Vienna's public transportation system is a model of efficiency and convenience, making it easy for remote workers to explore the city between meetings and deliverables. The [U-Bahn](#), trams, and buses cover the entire city, while the [CAT](#) offers reliable service from the airport to the city's downtown core. See Vienna as a local, allowing visitors to focus on balancing work and leisure as opposed to making the transit schedule work for them.

Fascinating History

One of the most enticing reasons to travel is to be surrounded by history and culture, and Vienna has no shortage of either. Take breaks to visit landmarks like the [Hofburg Palace](#) to explore the imperial apartments, or the [Belvedere Palace](#), which houses an impressive art collection including works by Gustav Klimt. The historical streets and architecture provide a rich backdrop, blending productivity with cultural immersion.

Green Spaces

Along with travel, being surrounded by greenery and nature has been proven to have positive impacts on one's mental health. Vienna's plethora of green spaces makes recharging in nature exceptionally easy, whether it's before, after or even during the workday. [Prater Park](#) offers vast areas for jogging, cycling, or

simply unwinding amidst nature, and the [Schönbrunn Palace Gardens](#) provide beautifully landscaped areas perfect for a peaceful stroll.

Interested to learn more about what makes Vienna the most desirable city to visit for a “quiet vacation”? Be in touch for additional information and visual assets.

SUBJ: MICE Tourism in Vienna by the numbers - A look back at 55 years

As with any major career milestone, [MICE tourism in Vienna](#) is looking back at its 55-year history and reflecting on how far it's come and all that's to come for meetings and events in the Austrian capital. Since the inaugural meeting in 1969 of the Fachausschuss für Kongressförderung, the MICE division of what was then referred to as the Tourist Commission and is now known as the Vienna Tourist Board, the city continues to be established as a premier destination selection for business events thanks to the ongoing work of the Vienna Convention Bureau.

To date, Vienna has hosted over **85,000 events**, which amounts to **30 million attendees**. This includes tens of thousands of congresses, corporate meetings, and incentives, as well as trade fairs and festivals. Notable events that have not only brought attendance to the city, but have brought great insights and innovations in a variety of fields include the European Congress of Cardiology, which attracted around 29,000 participants in 2003 and 2007, and the European Congress of Radiology, with over 20,000 attendees on multiple occasions. The 18th International Conference On Aids in 2010 saw around 20,000 participants, while Europride 2019 attracted an astonishing 500,000 attendees.

Since 1969, Vienna's infrastructure has grown alongside its MICE industry. From 219 hotels with 14,091 beds in 1969, the city has experienced a **90% increase with 410 hotels and 74,410 beds in 2024**. This growth is reflected in the number of overnight stays, which have increased from over three million in 1969 to **nearly 17.3 million in 2023**, with **nearly 10% (1.6 million) attributable to meetings**. In fact, 2023 was record-breaking year for the city in the business events sector. The city hosted **6,500 meetings**, continuing to highlight the growth and potential for the industry.

The team's path forward is being paved by Anita Paic, who assumed the role of director in 2024. Her tenure marks the **first female director** of the organization and the sixth since its formation. Looking ahead, the city will host a variety of events across industries and disciplines, including, the , [ViennaUP](#) and the [Annual European Congress of Rheumatology \(EULAR\)](#) in 2024, the [Annual Congress of the European Respiratory Society \(ERS\)](#) in 2025.

Interested to learn more about the MICE industry in Vienna and this monumental year? Reach out for more information and visual assets.

Subject: Follow up: Media Event Invite: Dance with Vienna Oct 8 in NYC

Hi XX,

I wanted to follow up on my invitation below to see if you might be interested in attending the [Vienna Tourist Board](#) event in NYC on **October 8** to celebrate [Johann Strauss II's 200th birthday in 2025](#), the King of Waltz!

Thank you for letting me know, and I look forward to hearing from you!

Best regards,

Subject: Media Event Invite: Dance with Vienna Oct 8 in NYC

Hi XX,

We are so excited to announce that the [Vienna Tourist Board](#) team will be in **NYC on October 8**, and we'd love to invite you to an exclusive media event to celebrate Johann Strauss II's 200th birthday.

Join us at [The Standard](#) (848 Washington St, New York, NY 10014) for a special celebration of [Johann Strauss II's 200th birthday in 2025](#), the King of Waltz!

Experience the magic of the Viennese waltz, reimagined by dance artist Katharina Senk. Let's toast to Strauss and his enduring legacy in the heart of Vienna, the world capital of music. We can't wait to celebrate with you!

When & Where

The High Line Room, The Standard Hotel

848 Washington St, NY 10014

October 8, 2024

06:00-09:00 PM

Please let me know if you might be interested, I look forward to hearing from you!

Best regards,

Subject: Press Trip Opportunity: Vienna, AT - Oct 28 - Nov 1

Hi XX,

Hope you're well!

I wanted to reach out and see if you might be interested in a press trip to Vienna, Austria this fall from Oct 29 – Nov 1 (fly out Oct 28).

The trip will focus a bit on “Spooky” elements in Vienna in connection with Halloween and All Saints Day, as well as general cultural highlights of the city.

I've attached the official invite above for your review as well, let me know your thoughts and if you'd be interested!

Best,

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Subject: City App ivie celebrates one million downloads with a Sigmund Freud audio guide



City App ivie celebrates one million downloads with a Sigmund Freud audio guide



The Vienna Tourist Board's City Guide app "ivie" has had one million downloads since its launch in 2020. It guides guests and residents of Vienna through both well-known and undiscovered places in the city – now also uncovering the spaces where Sigmund Freud lived, worked, enjoyed his coffee, and more.

ivie offers around 20 city walks and guided tours with more than 1,000 entries, from main sights to drinking fountains. It now just launched a new feature: an audio guide and a challenge focusing on Sigmund Freud. The founder of psychoanalysis is a cult figure and one of the most famous people from Vienna of all time. The Sigmund Freud Audio Guide takes everyone interested on a tour of discovery through Vienna, featuring nine special places that are closely associated with this visionary of modernity and his groundbreaking ideas.

More information and free download: ivie.vienna.info

CONTACT:

Helena Steinhart

helena.steinhardt@vienna.info

Subject: Vienna as a Meeting Hotspot: Record Number of Conferences in 2023



Vienna as a Meeting Hotspot:

Record Number of Conferences in 2023

4 MILLION EUROS INVESTMENT TO INCREASE THE NUMBER OF GREEN MEETINGS AND TO PROMOTE OFF-SEASON CONFERENCES

Vienna, April 22nd, 2024 / Vienna has highlighted itself as a premier conference destination, hosting a record 6,500 congresses and corporate events in 2023, a 49% increase over the previous year and 18% more than the record-setting year of 2019. The city has attracted 633,000 attendees, marking a 40% rise from 2022 and slightly above the previous high in 2019. With these events resulting in 1,591,000 overnight stays — a 34% increase from 2022 — Vienna's commitment to revitalising its conference sector post-pandemic is evident.

Continued Commitment to Excellence: The Vienna Meeting Fund 2025-2028

In a significant move demonstrating the commitment to sustainability and industry support, the City of Vienna has continued the extension of the Vienna Meeting Fund with an additional €4 million investment for the period 2025-2028. Initially established by the City of Vienna, the fund has been instrumental in fostering meetings held in the city. From its inception in May 2021, the fund has already aided 700 conferences, significantly enhancing Vienna's status as a leading destination. The new version aims to increase the number of sustainable meetings and promote conferences in months with traditionally lower demand.

Originally set to conclude at the end of 2024, the fund's continuation comes as positive news to industry professionals. With a total of €8 million allocated from 2021 to 2024, the extension reassures organisers that Vienna remains a supportive and dynamic hub for international congresses and corporate events. This proactive step ensures that Vienna continues to attract top-tier events, contributing to the city's economic vitality and sustainable development goals.

Vienna Tourist Board CEO Norbert Kettner comments:

"Conferences are a cornerstone of Vienna's visitor economy, driving consistent room occupancy and long-term economic benefits. The re-launch of the Vienna Meeting Fund is a testament to our city's

commitment to being a leading destination for high-quality, sustainable tourism. Our excellent transport links and the presence of international organisations play a crucial role in our success."

Anita Paic, Head of B2B Management/Vienna Convention Bureau, reports:

"Our bureau currently oversees more than 200 applications for hosting international congresses stretching as far out as 2032. This year alone, over 50 meetings with more than 1,000 participants each, and six major events with over 10,000 attendees each, demonstrate Vienna's capability to sustain the momentum from a highly successful 2023. The return to in-person events signals a full recovery in the conference sector, and we are grateful for the ongoing efforts of our venue partners and service providers."

Impact and Outreach of International Congresses

In 2023, international congresses made up only 11% of all events but accounted for over one-third of all participants and two-thirds of overnight stays, underscoring their significant impact on Vienna's visitor economy. The sectors leading these events include human medicine, banking & finance, and technology, with these areas also heavily influencing the types of corporate meetings held in Vienna.

Future of Funding and Sustainability Initiatives

From 2025, the maximum funding from the Vienna Meeting Fund of 60,000 euros available per event, will require proof of sustainability and the event to be held as a Green Meeting or EcoEvent. Otherwise, the maximum funding amount will instead be 48,000 euros. This is aimed at international meetings that are not during the peak months of May, June, September, or October.

To date, over 1,000 funding applications have been processed, with 700 events receiving commitments. Furthermore, the Vienna Convention Bureau continues to promote environmental responsibility among local accommodation providers and event organisers, significantly enhancing the city's sustainability profile.

Legacy and Community Engagement

Vienna's conference industry not only boosts the local economy but also actively engages with the community through legacy projects, such as health education initiatives spearheaded by international professional societies. This approach not only enriches the visitor experience but also bolsters Vienna's reputation as a responsible and forward-thinking conference metropolis.

Vienna's strategic initiatives and robust funding mechanisms have effectively positioned the city as a global leader in the conference industry, contributing significantly to its economic landscape and setting a benchmark in sustainability and community engagement.

In the overall ranking published by the International Congress and Convention Association (ICCA) in 2023, Vienna took first place worldwide for the second year in a row, while the Union of International Associations (UIA) ranked Vienna second in the same year.

Whereever you think it fits, pls include the rankings: „In the overall ranking published by the International Congress and Convention Association (ICCA) in 2023, Vienna took first place worldwide for the second year in a row, while the Union of International Associations (UIA) ranked Vienna second in the same year.

Highlights for Vienna's Meeting Industry 2024

Event	Participants	Dates	Venue
CPX EMEA 2024	3,500	20.-22.2.24	Messe Wien Exhibition & Congress Center
68th Annual Meeting of the Society of Thrombosis and Haemostasis Research	1,400	27.2.-1.3.24	HOFBURG Vienna
European Congress of Radiology - ECR	18,900	28.2.-3.3.24	Austria Center Vienna
31st Willem C. Vis International Commercial Arbitration Moot	4,500	22.-28.3.24	Vienna University
General Assembly of the European Geosciences Union – EGU 2024	16,500	14.-19.4.24	Austria Center Vienna
International Conference on Learning Representations - ICLR	4,500	7.-11.5.24	Messe Wien Exhibition & Congress Center
4GameChangers Festival 2024	3,000	14.-16.5.24	Marx Halle
International Conference on Nuclear Security - ICONS 2024	2,400	20.-24.5.24	Vienna International Center
ViennaUP'2024	14,000	3.-9.6.24	Various locations in Vienna
Annual European Congress of Rheumatology - EULAR	15,000	12.-15.6.24	Messe Wien Exhibition & Congress Center
Österreichischer Exporttag 2024	3,000	18.6.24	Austrian Chamber of Commerce
World Passenger Festival 2024	3,000	25.-26.6.24	Messe Wien Exhibition & Congress Center
14th FENS Forum of Neuroscience - FENS 2024	6,200	25.-29.6.24	Messe Wien Exhibition & Congress Center
International Conference on Machine Learning 2024 - ICML	6,500	21.-27.7.24	Messe Wien Exhibition & Congress Center
Annual Congress of the European Respiratory Society - ERS	18,000	7.-11.9.24	Messe Wien Exhibition & Congress Center
HR Inside Summit 2024	2,000	9.-10.10.24	HOFBURG Vienna
United European Gastroenterology Week - UEG Week	15,000	12.-15.10.24	Messe Wien Exhibition & Congress Center
10th Congress of the European Academy of Paediatric Societies - EAPS 2024	3,500	17.-20.10.24	Austria Center Vienna
AWE EU 2024 (Augmented World Expo)	2,500	29.-30.10.24	Austria Center Vienna

For more information on the Vienna Meeting Fund as well as to download the complete Vienna Meeting Industry Report 2023, visit: meeting.vienna.info

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About the Vienna Convention Bureau

The team of the Vienna Convention Bureau is the first point of contact when it comes to planning congresses, conferences, corporate meetings or incentives in Vienna. They support meeting planners with expertise and numerous free services. Find all information and services under meeting.vienna.info

High-res images available [here](#).

Media enquiries:

Helena Steinhart: helena.steinhart@vienna.info / +43 1 211 14 364

Subject: FOLLOW UP: "microdose vienna" Vienna Tourist Board Wants You To Take a "Trip"

Hi XX,

I wanted to follow up with the press release below and see if you were interested in learning more about this creative marketing campaign from the Vienna Tourist Board, which aims to showcase Vienna and its esteemed cultural institutions in a unique way.

If I can be of assistance in any way to provide quotes, visual assets or further information, please do not hesitate to contact me.

Best,



"MICRODOSE VIENNA"

VIENNA TOURIST BOARD WANTS YOU TO TAKE A "TRIP"

Vienna, Austria, April 2, 2024: The Vienna Tourist Board is thrilled to unveil its groundbreaking marketing campaign, "microdose vienna," set to debut on April 2nd. This pioneering initiative is strategically crafted to target the USA and UK markets, aiming to garner widespread attention for Vienna and its esteemed cultural institutions by tapping into the popular concept of micro-dosing. Limited edition pills containing actual horse sweat and parts of a Klimt painting, among other essences of Vienna, are the centerpiece of the campaign.



[Video here](#)

The city of Vienna is a vibrant amalgamation of imperial heritage, classical music, art, and cutting-edge culinary innovations, with a number of iconic figures, from Empress Sisi to Freud, leaving indelible marks on the capital. This blend of imperial grandeur and artistic prowess makes Vienna a captivating destination where the echoes of its glorious past resonate harmoniously with its contemporary vibrancy. For those wishing to experience a taste of what the city has to offer, the Vienna Tourist Board is unveiling their innovative new marketing campaign, "microdose vienna".

Crafted in collaboration with Saint Charles Apothecary and local Viennese partners, the campaign offers a limited collection of 380 sets of tablets encapsulating the essence of Vienna's rich cultural heritage. This exclusive offering provides a legal and safe alternative to the microdosing trend, inviting consumers to embark on a journey through Vienna's cultural tapestry without leaving their homes.

The "microdose vienna" campaign presents Vienna in a novel light by encapsulating the city's quintessential experiences into tablet form, showcasing it as a vibrant hub of art and culture. These tablets, meticulously crafted with ingredients symbolizing Vienna's cultural richness, offer a unique opportunity for audiences to experience the city's essence.

The campaign features a curated selection of pills, each embodying a distinct aspect of Vienna's cultural and artistic heritage. The collection includes dust particles from one of Gustav Klimt's masterpieces, sound waves from Wiener Symphoniker concerts, tartaric acid crystals from Viennese vineyards, microscopic steel particles from the Giant Ferris Wheel, and even the distilled sweat of Lipizzaner stallions from the Spanish Riding School. Additionally, tablets were stored in Sigmund Freud's private safe, paying homage to Vienna's intellectual legacy.

List of all pills available

- **Klimt's Reflection:** introspection, radiance, inspiration
 - o Contains dust particles of Gustav Klimt's Portrait of Emilie Flöge (provided by the [Wien Museum](#))
- **Viennese Vibrations:** emotional, resonance, harmony
 - o A dose of Vienna's symphonic mastery (provided by the [Wiener Symphoniker](#))
- **Regal Strength:** power increase, confidence boost
 - o Capturing the spirit of the Lipizzaner stallions (provided by the [Spanish Riding School](#))
- **Lifting Spirit:** recreation, letting go
 - o Bottling the essence of Viennese wine (provided by winery [Mayer am Pfarrplatz](#))
- **Tune into Freud:** enlightenment, clarification
 - o Drawing inspiration from the profound legacy of Sigmund Freud (provided by the [Sigmund Freud Museum](#))
- **Spinning the Wheel:** mood lift, clarity
 - o Steel from the world's oldest still running Giant Ferris Wheel (provided by [The Vienna Giant Ferris Wheel](#))

With the slogan "Take a Trip to Vienna," the campaign encourages individuals to start their Vienna experience with a micro-dose, promising a captivating journey into the heart of the city.

Norbert Kettner, CEO of the Vienna Tourist Board, remarks: "We are thrilled to launch 'microdose vienna,' a unique campaign that embodies Vienna's innovative spirit and cultural richness. Through this initiative, we invite the global community to sample a taste of our city's essence, aiming to create a meaningful connection with Vienna. We want to share a piece of our city's soul in a novel way, proving that even a small dose of Vienna can be profoundly captivating. We look forward to welcoming visitors to explore the full beauty and depth of our city."

The "microdose vienna" pills are produced in a strictly limited edition and will be available starting April 2nd. Interested parties are encouraged to register at <https://www.wien.info/en/microdose> for a chance to secure one of these exclusive sets.

About the Vienna Tourist Board

The Vienna Tourist Board is dedicated to promoting Vienna as a prime destination for both meetings and cultural and leisure tourism. Innovative campaigns like "Unhashtag Vienna" (2018), "Vienna Strips on OnlyFans" (2021), and now "microdose vienna" showcase the city's rich heritage, unparalleled art scene, and vibrant lifestyle to a global audience.

About Saint Charles

Founded by a 6th generation pharmacist, Alexander Ehrmann, Saint Charles combines traditional European medicine with modern twists to create natural cosmetics, aromatherapy and herbal remedies formulated from natural ingredients sourced largely from regional and sustainable cultivation.

The "microdose vienna" tablets and capsules don't contain any active ingredients and are safe for consumption. Please read the package insert carefully in case you are allergic to any of the ingredients.

For more information on the "microdose vienna" campaign, visit <https://www.wien.info/en/microdose>

Press Images (free download) / ([Gallery](#))

###

This campaign is the result of a joint creative workshop between the Vienna Tourist Board and Jung von Matt DONAU. The aim of this innovative partnership is to develop extraordinary communication solutions that promote the Vienna brand and set new standards.

Credits:

Vienna Tourist Board:

Director of Brand Management: Claudia Wieland

Deputy Director Brand Communication: Lukas Merl

Campaign Management: Sandra Tiller, Elisabeth Breuer

Agency: Jung von Matt DONAU

Chief Creative Officer: Daniel Schaefer, Szymon Rose

Executive Creative Director: Michael Nagy

Creative Director: Andreas Kadenbach, Stefan Bauernberger

Senior Copywriter: Theresa Scherrer

Senior Art Director: Simon Herret

Senior Account Manager: Lisa Gärtner, Alicia Rocki

Video Production: MXR

Partner: Saint Charles Apothecary

Subject: Vienna: Anita Paic Named New Head of B2B Management & Vienna Convention Bureau



Vienna, April 12th, 2024 - Appointment of new leadership: Seasoned industry expert takes the helm of B2B Management and Vienna Convention Bureau to bolster International Relations and Promote Congresses and Corporate Meetings in Vienna.

Anita Paic is an expert in strategic marketing communication with many years of international corporate experience. She has gained this experience in several management positions within the global tourism industry - including at FMTG Falkensteiner Michaeler Tourism Group, Sacher Hotels and Marriott International. From 2009 to 2016, she was responsible for the sales strategy of Vereinigte Bühnen Wien, a collective of some of the city's most prominent and culturally significant performance venues, as Head of the Sales Department.

The tasks of the department now headed by Paic include the Vienna Convention Bureau, which is responsible for the worldwide acquisition of congresses, corporate conferences and incentives as well as providing extensive support to meeting organisers. According to the latest rankings by the International Congress and Convention Association, ICCA (1st place) and the Union of International Associations, UIA (2nd place), Vienna is one of the top conference destinations in the world.

Born in Croatia, raised in Vienna, Anita Paic has a degree in tourism management, is a certified advertising manager, completed her Executive Master of Business Administration at the Vienna University of Economics and Business Administration and her Master of Arts in Business and Organisational Psychology at the Danube University Krems.

Vienna Tourist Board CEO Norbert Kettner: "It's crucial to evolve Vienna's tourism focusing on value, sustainability, and profitable growth that benefits everyone. Co-operation with the global travel and meetings industry is key. We're thrilled to have Anita Paic, a seasoned expert, lead our B2B efforts in this direction."

Anita Paic, Head of the Vienna Tourist Board's B2B Management department: "Starting my new role with enthusiasm and a strong sense of responsibility, I'm ready to leverage my years of experience in Vienna's

tourism sector. As Vienna is a global benchmark for quality and economic impact in city tourism, I look forward to contributing to its future success with the Vienna Tourist Board team."

Two additional teams report to her directly - the International B2B Relations team connects the Viennese and global travel industries, focusing on marketing Vienna as a cultural hub and addressing the global luxury travel segment. The B2B Marketing Communications team leads the Vienna Tourist Board's outreach to the travel and meetings industry.

CONTACT:

Helena Steinhart

Media Relations, Vienna Tourist Board

helena.steinhart@vienna.info

IMAGES:

Anita Paic © private

Anita Paic and Norbert Kettner © Stadt Wien, David Bohmann

Available at [this link](#).

High-resolution images for free editorial use can be found at foto.vienna.info.

PRACTICAL TIPS FROM THE VIENNA CONVENTION BUREAU

The team of the Vienna Convention Bureau is the first point of contact when it comes to planning congresses, conferences, corporate meetings or incentives in Vienna. They support meeting planners with expertise and numerous free services. Find all information and services under meeting.vienna.info.

No images? [Click here](#)



“CRUEL SUMMER” TURNS INTO “SHAKE IT OFF”: VIENNA CELEBRATES THE SOLIDARITY OF TAYLOR SWIFT FANS DESPITE CONCERT CANCELLATIONS

Despite the unexpected cancellation of three Taylor Swift concerts in Vienna, fans of the pop icon are experiencing a weekend filled with camaraderie and unforgettable moments. The cancellations were made for safety reasons, but the Swifties did not let it dampen their spirits and have instead showed remarkable unity using the hashtags #TaylorInVienna and #ViennaSwifties.

“Cruel Summer” turns into “Shake it off” - Vienna is doing everything it can to ensure that the thousands of Swifties who have traveled to our city still have an unforgettable weekend. Vienna would like to thank all the fans for their understanding and solidarity, whose reactions show that nothing and nobody can destroy the cohesion in our society.” **Norbert Kettner, CEO of the Vienna Tourist Board**

Vienna Opens Its Doors

In a remarkable gesture of hospitality, Vienna is opening its doors wide for the disappointed fans:

- **Free Admissions:** Museums and public pools in the city are offering free entry to all ticket holders, providing them with memorable experiences.
- **Free Meals:** Burger restaurants are offering complimentary meals to fans.
- **Comforting Crystals:** Swarovski is gifting each ticket holder a sparkling crystal as a keepsake and consolation.

Unity and Community

Taylor Swift fans in Vienna are showing an unprecedented sense of community. Despite the cancellations, many fans are gathering throughout the city to sing their favorite songs together and support each other. Cornelius Street (as a reference to Swift’s song “Cornelia Street”) in the 6th district became a hotspot for their spontaneous singing and dancing. The atmosphere was marked by deep connection and a positive spirit. Numerous videos of these touching moments are currently going viral, showcasing the strong bond among Swifties.

Free Burgers and Secondhand Shopping

For those feeling peckish, the burger chain [Le Burger](#) is inviting all ticket holders for a free burger. Le Burger has two locations: Mariahilfer Straße 114 in the 6th district and Rotenturmstraße 15 in the 1st district.

For those still searching for the perfect Taylor Swift outfit despite the concert cancellations, Vienna has plenty to offer. For all things glitter, there’s no better address than the Swarovski flagship store on Kärntner Straße. All guests who present a Taylor Swift concert ticket at the reception will receive a

"crystalline surprise" (valid until August 10th or while supplies last). And for those looking to snag some boots or accessories while on a budget, there are many gems to be found in [Vienna's vintage stores](#).

Beyond that, the world's most livable city also offers much more for Taylor Swift fans. Cat lovers, just like Taylor, will feel right at home at [Katzencafé Neko](#) or [Barista Cats](#). And don't be surprised if you stumble upon open-air events and festivals at some very unexpected places while out sightseeing in Vienna. It's [Kultursommer](#), and there's a lot happening.

Positive Feedback

The response to these past few momentous days in Vienna can't compare to a concert experience – but it has nonetheless been overwhelmingly positive. Fans are reporting unforgettable encounters and new-found friendships formed during this exceptional time. "It was incredible to see everyone come together and make the best of the situation," said one enthusiastic visitor. "The support and kindness from the Viennese were simply amazing." Above all, there has been a genuine understanding for the decision to cancel the concerts.

Safety First

The cancellation of the concerts was necessary due to safety concerns. Tickets will be automatically refunded within the next ten working days.

For more information and updates, please visit the official Vienna Tourism website: <https://www.wien.info/en/art-culture/music-stage-shows/taylor-swift-in-vienna-675202>

Photos and video footage capturing the atmosphere in Vienna for editorial use: <https://www.picdrop.com/rafaelbittermann/tjYMLwTkAu?> (c) WienTourismus/Rafael Bittermann

The following Instagram reels and slideshows show the atmosphere in Vienna:

Slideshow: https://www.instagram.com/p/C-aoMoKPxvk/?img_index=10 (34k likes)

Reels: <https://www.instagram.com/reel/C-aGITXsodw/> (565k Views)

<https://www.instagram.com/p/C-bwURLITQD/> (275k views)

https://www.instagram.com/p/C-aHxQuN_6k/ (816k views)

<https://www.instagram.com/reel/C-aP7O6O8cP/?igsh=MWV1dHpjd3gwd3l1Zg==> (192k views)

<https://www.instagram.com/p/C-apvOYOKlh/> (26k views)

Kiesha James (@tseratour13) • Instagram-Fotos und -Videos (24k views)

<https://www.instagram.com/reel/C-bF0e5tCsz/?igsh=NG1mOWIkZDE5aTk1> (5.5k views)

Photos and video footage capturing the atmosphere in Vienna for editorial use <https://www.picdrop.com/rafaelbittermann/tjYMLwTkAu?> (c) WienTourismus/Rafael Bittermann

Additional Press Images of Vienna Photo.vienna.info

About the Vienna Tourist Board

The Vienna Tourist Board is the destination marketing and management organization for the City of Vienna, dedicated to promoting Vienna as a prime destination for both meetings and cultural and leisure tourism.

CONTACT:

Subject: Media Event: Vienna Tourist Board at The Well - NYC

Hi XX,

We are so excited to announce that the [Vienna Tourist Board](#) will be in NYC **this Thursday** at [The Well Spa](#) (2 E 15th St, New York, NY 10003), and we'd love to invite you to their exclusive media event.

Join us to experience this for light bites while learning about what's new and exciting in this wellness destination, followed by a guided meditation.

For more information and to reserve your spot, RSVP by simply clicking this [link](#).

Uber vouchers will be provided to and from the venue. Please do not hesitate to reach out with any questions. We're excited to have you join us!

RSVP HERE: <http://Viennabreakfastandmeditation.splashthat.com>

The Vienna Tourist Board is also thrilled to unveil its groundbreaking marketing campaign, "microdose vienna," set to debut on April 2nd. Please find attached the press release about this initiative crafted to target the USA and UK markets, aiming to garner widespread attention for Vienna and its esteemed cultural institutions by tapping into the popular concept of micro-dosing.

Looking forward to hearing from you!

Best,

Attachments:

- microdose-vienna-vienna-tourist-board-wants-you.docx

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[PHOTOS](#)



[FOOTAGE](#)

[Vienna Media News](#), September 2024



Blockbuster fall season in Vienna's museums

When fall arrives in Vienna, it is time to soak up the city's art offerings. Major exhibition venues are turning their attention to top international names in fall 2024: Rembrandt, Chagall, Bofo, and Gauguin. [more](#)



Vienna's new hotels: from the Opera to Schönbrunn

Among the most recent hotels to open in Vienna are refurbished Gründerzeit and Art Deco jewels as well as spectacular mid-century architecture and high-tech buildings in the spirit of sustainable tourism. [more](#)

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Vintage from Vienna to suit every budget

Vienna offers pre-owned items for every price range. Very special treasures can be found at the Dorotheum Auction House in Vienna. Even some Viennese hotels are going vintage. [more](#)



Culinary insider tip: authentic Viennese fare at the Meidlinger Markt

The Meidlinger Markt in Vienna's 12th district has been the culinary and social heart of the neighborhood since 1873. From market stalls to cozy cafés, the choice is varied – both Viennese and international. [more](#)



Inclusive Vienna: new video initiative showcases mobility, art and culture from an accessible perspective

Vienna has been steadily expanding its public infrastructure for years. An increasing number of museums are also making the necessary adjustments to ensure that visitors can enjoy culture without restrictions. [more](#)

Contact

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Publisher: Wiener Tourismusverband, Invalidenstrasse 6, 1030 Vienna, AUSTRIA

Purpose of publication: Tips and information for the tourism industry and media business.

Vienna Media News, June 2024 - vienna.info



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Vienna Media News, June 2024



Vienna's neighborhoods: insider tips for the summer

In addition to the innumerable tourist highlights and the idyllic natural havens in the city, the Grätzel, as Vienna's neighborhoods are called, hold a lot of surprises in store. [more](#)



The way to Vienna's heart is through the stomach: what's new on the culinary scene

Discovering local cuisine is a key aspect of any trip. Vienna has plenty of new restaurants and bars just waiting to be sampled. [more](#)



Vienna in a glass

Viennese wine is Vienna's flagship drink - the most famous and the most popular with many. That said, Vienna has many more drinks with local character to offer. [more](#)



Newly opened: the Vienna Actionism Museum

Since March 2024, Vienna has a permanent museum dedicated to Viennese Actionism, considered Austria's most significant contribution to 20th-century art. [more](#)



Audio guide and scavenger hunt: follow in the footsteps of Sigmund Freud with ivie

Visitors to Vienna can now venture into the dept of the human soul using ivie, the Vienna Tourist Board's city guide app. [more](#)

Contact

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Purpose of publication: Tips and information for the tourism industry and media business.

Vienna Tourist Board Channels Health Warnings to Promote Visitation

No images? [Click here](#)



VIENNA ISSUES “POST-VIENNA-BLUES” TRAVEL WARNING IN PLAYFUL NEW CAMPAIGN

Vienna Tourist Board Channels Health Warnings to Promote Visitation

VIENNA, AUSTRIA, June 5, 2024: The [Vienna Tourist Board](#) is launching a new marketing campaign, playfully warning travelers about Post-Vienna-Blues (PVB), a psychological phenomenon that can occur after a trip to Vienna. The campaign plays on the idea that visitors will experience a profound feeling of melancholy, nostalgic daydreams, and emotional restlessness upon returning home.

The tongue-in-cheek campaign launched on June 3 in the United States, with a prominent billboard in New York’s Times Square until mid-June. Campaign elements will also be displayed on 70 digital bus shelters and newsstands throughout Manhattan. Online and social media advertising will target New York, Washington D.C., Chicago, Los Angeles, San Francisco and, for the first time, Boston, due to a new direct flight connection from Austrian Airlines starting in July 2024. In Canada, the focus will be on Toronto and Montreal.

Post vacation blues, characterized by feelings of melancholia or disconnection upon returning from a trip, has garnered significant attention in both traditional media and social media platforms recently. As more individuals experience the post-travel slump, discussions surrounding its impact on mental well-being have sparked this creative campaign which offers concrete solutions and support systems.

On June 4, Viennese institutions jointly drew attention to their social media channels about the potential for a visit to trigger PVB. Additionally, in cooperation with Austrian Airlines and the Vienna Airport, departing guests will be humorously farewelled in lounges with the message "Sorry, I gave you Post-Vienna-Blues."

Photographer Tereza Mundilová, known for shooting Heidi and Leni Klum’s German Vogue cover, captured the main campaign motifs. The campaign features three different protagonists shown when Vienna dazzles them with its opulence and thus triggers PVB. Opulent locations like Schönbrunn Palace, Gustav Klimt’s “The Kiss” at the Upper Belvedere, and pastries from “K.u.K. Hofzuckerbäckerei” Demel all showcase Vienna’s grandeur. The style is based on fashion photography and plays with extreme perspectives.

In the campaign, the fictional PVB is attributed to the overwhelming opulence of Vienna, its music, culture and cuisine, which starkly contrasts with everyday life. The absence of these stimuli after leaving Vienna can lead to PVB, according to the campaign’s assets. The Vienna Tourist Board humorously approaches well-known post-holiday melancholy by offering a PVB symptom check at post.vienna.info to drive brand awareness and also encourage repeat visits to the city.

The website also satirically reframes major attractions as “high-risk locations” and identifies “triggers,” including Vienna’s 2,000 coffee houses, 27 castles, 163 palaces, and more than 100 museums over

approximately 160 square miles. The 3.5-mile-long Ringstrasse, home to many of Vienna's landmarks, exposes visitors to a wealth of visual, acoustic, and culinary stimuli that leave a lasting impression.

"In launching this campaign our objective is clear: to craft a witty narrative that captures Vienna's breathtaking allure in a truly distinctive manner," said Norbert Kettner, CEO of the Vienna Tourist Board. "We want to remind people that Vienna is a city that stays with you, it lingers in the hearts and minds of visitors long after their departure."

The Vienna Tourist Board is dedicated to promoting Vienna as a prime destination for meetings, cultural, and leisure tourism. This new campaign follows previous innovative and successful initiatives, including the provocative "Vienna Strips on OnlyFans" (2021), "Unartificial Art" (2023), and the creatively engaging "microdose vienna (2024)." These campaigns have consistently pushed boundaries and brought global attention to Vienna's rich heritage, unparalleled art scene, and vibrant contemporary lifestyle.

Media assets are available [at this link](#).

Link: post.vienna.info

Credits

Vienna Tourist Board

- CEO: Norbert Kettner
- Director Brand Management: Claudia Wieland
- Deputy Director Brand Management: Lukas Merl
- Brand Management & Consultant: Patrick Hilz
- Campaign Management: Sandra Tiller, Isabella Graf

Jung von Matt DONAU

- Executive Creative Director: Michael Nagy
- Creative Director: Andreas Kadenbach, Stefan Bauernberger
- Senior Copywriter: Theresa Scherrer
- Senior Art Director: Simon Herret
- Senior Account Manager: Lisa Gärtner

Photography: Tereza Mundilová

Production: Shotview

- CEO & Agent: Kozva Rigaud
- Booking & Production: Phuong Lan Ho

Service-Production: Present Perfect Production:

- Producer: Elli Schindler
- Producer: Teresa Wally

- Production Assistant: Niko Rode

1st Light Operator: Andreas Strunz

2nd Light Operator: Pascal Schrattenecker

Digital Operator: Ronnie Böhm

Styling: Daliah Spiegel

Styling Assistant: Hanna Teglasz

Make-up/Hair: Naomi Gugler

Online & Social Media agency:

- dentsu Austria GmbH & Merkle technologies Austria GmbH: Jennifer Moth