

## VIENNA TOURIST BOARD CELEBRATES FIRST NONSTOP FLIGHT FROM BOSTON TO VIENNA, DEBUTING ON JULY 1, 2024

VIENNA, AUSTRIA (January 30, 2024): The [Vienna Tourist Board](#) is thrilled about the announcement of the first and brand new nonstop flight from Boston to Vienna, further enhancing the connection between the U.S. and the Most Livable City. Austrian Airlines will begin non-stop, round-trip flight service from Boston to Vienna starting on July 1, 2024.

Norbert Kettner, CEO of the Vienna Tourist Board, highlights that “Vienna’s tourism is as international as it was before the pandemic. The USA, Vienna’s highest-volume distant market after Germany and Austria, played a key role in this. Therefore, we are very excited about this direct connection to our most important long-distance market.”

Vienna’s recent recognition by The New York Times as one of the [‘52 Places to Go’](#) this year reflects the city’s remarkable developments, unique culture, and growing popularity among visitors. In 2023, Vienna achieved its second-best year in tourism, recording 17.3 million overnight stays—an impressive 31% increase from 2022 and a marginal 2% decline from the peak in 2019. Approximately 82% of these visitors were from other countries, with the United States emerging as Vienna’s leading international market. Explore further insights into Vienna’s overall tourism industry data [here](#).

Austrian Airlines played a pivotal role in this success by improving its services with timely operations and fleet upgrades, especially focusing on transatlantic routes. Now, they are delighted to announce the launch of the first nonstop flight from Boston to Vienna, set to debut on July 1, 2024 with the Boeing 767-300ER.

For more details on this groundbreaking nonstop flight, please find the below press release from Lufthansa. We’re also pleased to offer statements from Norbert Kettner, CEO of the Vienna Tourist Board, upon request.

Thank you for your editorial consideration. To get in touch, contact Chiara Peretti ([chiara.peretti@aboutdci.com](mailto:chiara.peretti@aboutdci.com)).



**Lufthansa Group invests in Boston market with new Austrian Airlines Boston – Vienna service; first nonstop flight from Boston’s Logan Airport to Vienna**

- New route debuts July 1, 2024, with Boeing 767-300ER
- Austrian Airlines to join Lufthansa and SWISS at Boston Logan International Airport, giving New England travelers access to all Lufthansa Group main hub airlines in 2024

Great news for Lufthansa Group customers in the Boston area— for the very first time in Boston’s history, there will be nonstop flights to Vienna! Austrian Airlines will begin non-stop, round-trip flight service from Boston to Vienna starting on July 1, 2024. With the upcoming July 4th holiday a few days later, Austrian Airlines’ launch flight to “Beantown” is the perfect timing for a celebration!

Austria’s home carrier will fly a Boeing 767-300ER equipped with 211 seats in a three-class configuration on this new route. Austrian Airlines flight 92 will depart Boston Logan International Airport at 5:10pm and arrive in Vienna at 7:25am the following day. Austrian Airlines flight 91 will depart Vienna International Airport at 10:40pm and arrive in Boston at 1:50pm (all times local). Initially, Austrian will operate six weekly flights between the New England metropolis and Vienna hub— on Mondays, Wednesdays, Fridays, Saturdays and Sundays, as well as every second Tuesday.

With Austrian’s new gateway in Boston, Lufthansa Group’s main hub airlines, which include Lufthansa and SWISS, are fully represented in this market.

Furthermore, the new service links Boston’s many world-renowned academic institutions, theater & arts communities, and various hi-tech industries with Vienna (Austria’s home market), as well as offers key connections throughout Central Europe, the Middle East and Asia.

“The U.S. market is integral to our success, and we’re excited that 2024 will bring all three of Lufthansa Group’s main hub airlines to Boston Logan with the launch of Austrian Airlines’ new service to Vienna in July,” said Dirk Janzen, Vice President Passenger Sales, The Americas, Lufthansa Group Airlines. “Austrian Airlines is the only airline in the world to provide a personalized service that conveys that special ‘Austrian touch.’ Bostonians will soon be able to experience Austrian’s premium onboard products, high-end culinary options and the warm, friendly hospitality for which Austria is known.”

**Austrian Airlines’ Onboard Experience**

Austrian’s Boeing 767-300ER aircraft has a three-class configuration consisting of 24 Business Class, 30 Premium Economy Class and 157 Economy Class seats.

The airline’s Business Class cabin features an elegant design with state-of-the-art seats that turn into nearly 6.5 feet-long, full flat beds. Another highlight for Business Class passengers is the airline’s unique “Flying Chef” program where regional and international gourmet delicacies are prepared on-board by professional chefs. Travelers also benefit from the insight of trained sommeliers ready to recommend wines that complement the menu during their flight.

Additionally, Business Class passengers, while onboard, can savor a wide array of coffees provided through Austrian Airlines’ Original Viennese Coffee House Service. Guests can choose from ten Viennese coffee specialties by the Austrian premium coffee company, Julius Meinl.

Austrian's Premium Economy Class provides passengers with a generous amount of legroom based on seat spacing of up to 38 inches. Additional footrests are designed to take the strain off passengers' legs during a long flight and the central armrest, with foldout table between the seats and a personal, broad armrest for every guest, enables greater privacy and more room on the side. Furthermore, every seat is equipped with its own power outlet and USB port.

Intercontinental network expands to 19 destinations with Boston addition With the addition of Boston, Austrian Airlines increases its intercontinental footprint to a total of 19 destinations, offering its passengers in 2024 more than 125 cities across the globe.

#### **Vienna and Vienna Airport**

One of the great European capitals, Vienna was for centuries the stomping ground for the Habsburg rulers of the Austro-Hungarian Empire. The empire is long gone, but reminders have been carefully preserved. Past artistic glories live on, thanks to the cultural legacy of the many artistic geniuses nourished here—including Mozart, Beethoven, Schubert, Strauss, and Gustav Klimt. Today's visitors discover a city with a special grace and a cohesive architectural character that sets it so memorably apart from other European cities. These days, travelers enjoy touring the city's imperial palaces, dining on exemplary cuisine and relaxing in charming coffee houses that are famous for their relaxed atmosphere, as well as a variety of delightful desserts.

Vienna International Airport, due to its location in the heart of Europe and close to many different destinations, is the leading flight hub in Central and Eastern Europe. The Austrian Star Alliance Terminal with modern architecture and views of aircraft standing on the apron outside, is home to Austrian Airlines, Lufthansa and SWISS, and their partners in the Star Alliance. The terminal features short and comfortable transfer routes— the airport's minimum transfer time of 25 minutes is unique among the world's hubs and is of special value to the passengers transferring at Vienna Airport. The short times are the product of the 3-story approach, in which transit passengers make their way between floors and not, as is the case in many other airports, among terminals. After having checked in and passed through the central security control, passengers arrive at the pier, which has many shops and restaurants, along with numerous Austrian Lounges featuring modern furnishing and Austrian-style hospitality and comfort.

#### **The New Service in Brief**

**Vienna – Boston:** OS 91, Daily except Thursdays, on Tuesdays service only every second week.  
10:40 am – 1:50pm.

**Boston – Vienna:** OS 92, Daily except Thursdays, on Tuesdays service only every second week.  
5:10 pm – 7:25 am.

Flights are now available at [www.austrian.com](http://www.austrian.com)

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**WIENER  
FEST  
WOCHE**

**More visibility for female composers: Wiener Festwochen  
presents the global women composers platform *Academy Second  
Modernism*.**

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Did you know that only 7,7% of the works performed by orchestras worldwide are by female composers? That is due to change: the participants and jury members of a new Wiener Festwochen project - the *Academy Second Modernism* - were presented today during a press conference at the Austrian Cultural Forum in New York. From now on, the global women composers platform will aim to counteract the under-representation of women composers and raise the visibility of female creators of music. The participants chosen for 2024 include the Pulitzer Prize winner Du Yun, Bushra El-Turk, who was chosen as one of the 100 'most inspiring women' by the BBC, Monthati Masebe and Brigitta Muntendorf. The performances in the framework of the Wiener Festwochen will be staged by Klangforum Wien at ORF RadioKulturhaus. Patron of the project is Nuria Schoenberg Nono.

The *Academy Second Modernism* aims to encourage theatres, opera houses and concert venues, but also festivals and ensembles to distinctly raise the share of works by women composers in their programmes. Despite over a hundred years of modernism, currently only 7.7% of the works performed by orchestras worldwide are by female composers (source: Equality and Diversity in Global Repertoire Report by Donne, Women in Music #DonneReport2022). And only about 2% are represented in subscription concerts throughout Germany (source: Archiv Frau und Musik Frankfurt/Main und musica femina münchen, 2021). Under the artistic directorship of Milo Rau, Wiener Festwochen are therefore founding the *Academy Second Modernism*, a global platform to demand and promote the visibility of women composers. Patron of the project is Nuria Schoenberg Nono, who is the daughter of Arnold Schoenberg and widow of composer Luigi Nono.

**Festwochen start a Second Modernism in Vienna: global, unlimited and female**

'We will bring together women composers and cultural institutions as ambassadors of Second Modernism across the world. Together, we want to alter structures of inequality in the world of music. We want to establish the same access, the same rights and resources for women, but also focus on decolonial perspectives on contemporary music', described Festwochen music dramaturge and initiator of the project Jana Beckmann the further aims of the *Academy Second Modernism* at a press conference at ACPNY. Milo Rau, new artistic director of Wiener Festwochen, added: 'Classical Viennese Modernism with Schoenberg, Freud and Klimt was great, but it was incomplete. It remained mostly eurocentric, male and elitist. The *Academy Second Modernism* will instigate a second modernism, which will be more global, delimited and female.'

**Beyond Schoenberg: 50 women composers by 2028**

Every year from 2024 onwards, ten women composers from across the world will develop strategies for visibility and present their own compositions at the Wiener Festwochen together with local and international sources of inspiration from the world of music and theatre. By 2028, 50 women composers will therefore have become members and ambassadors of the *Academy Second Modernism*. This number is a conscious reference to the fifty female students of composition taught by Arnold Schoenberg, who, in contrast to such famous colleagues as John Cage, Alban Berg and Anton Webern, have almost entirely sunk into oblivion.

**Quotas and numbers: more than a standard - a humane compass**

Composer and Pulitzer Prize recipient Du Yun was chosen from over 160 applications from 48 countries across the world to be among the first participants, and also attended the press conference: 'As working artists, we never yearn to be pigeon-holed and we loathe the minute we are tokenised. I believe our works, on their own, offer enough reasons to be celebrated. However, as a shift for institutions and especially, a change on ideals from a region, we must look at quotas and numbers as a standard not only an operative mode but also a humane compass. I'm glad to see the new direction that the Vienna Festival is undertaking and I am delighted the festival is committed in presenting and performing a collaborative piece of mine, *Where We Lost Our Shadows*, co-created with the Palestinian filmmaker/visual artist Khaled Jarrar, which centers on human migration.' Further participants include Bushra El-Turk, Shasha Chen, Dilay Doğanay, Mirela Ivičević, Marina Lukashevich, Monthati Masebe, Brigitta Muntendorf, Feliz Anne Reyes Macahis and Aida Shirazi.

The members of the jury are music theatre director Barbora Horáková Joly, singer and composer Sofia Jernberg, violinist and dramaturge of Klangforum Wien Sophie Schafleitner, theatre maker, composer and researcher meLê yamomo as well as curator and dramaturge of the Wiener Festwochen Jana Beckmann.

Find more information about Academy Second Modernism at  
<https://www.festwochen.at/en/academy-second-modernism>

Interested composers can get in contact via: [festwochen@festwochen.at](mailto:festwochen@festwochen.at)

Press photos and material are available for download at:

<https://www.festwochen.at/en/press> (username: „presse“, password: „information“)

Vienna Media News, March 2024 - [vienna.info](http://vienna.info)



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## Vienna Media News, March 2024



International Women's Week in Vienna: Discover 7 extraordinary women with the Vienna app, [ivie](#)

They made architectural history and guided hotels to world fame, but also built the best pianos of their time and much more: Vienna is associated with a number of unconventional women. [more](#)



### Vienna's museums set sustainability benchmarks

Vienna's cultural institutions show how to put sustainability into practice: 17 museums have already been certified with the Austrian Ecolabel and that number is growing all the time. [more](#)



### Schönberg's 150th anniversary year: celebrating the birthday of an icon of modern music

The musical year of 2024 is dedicated to the Viennese composer Arnold Schönberg. He was revolutionary artist, and one of the most influential composers of the 20th century. [more](#)



### French Grätzel flair in the Servitenviertel

Picturesque alleyways lined with cafés, restaurants and small stores define the Servitenviertel in the 9th district. The Viennese locals like to refer to it as "Little Paris" because of the French spirit that flows through the district. [more](#)



### Vienna Shorts Film Festival: trees instead of trophies

Prize winners at the international short film festival Vienna Shorts are now being awarded trees instead of trophies. The award winners' short films can be streamed directly onto smartphones by [\(..\) more](#)

## Contact

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**“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.



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
  - 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](#)

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

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Executive Creative Director: Michael Nagy

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Video Production: MXR

Partner: Saint Charles Apothecary

## **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](https://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](https://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 Hiltz
- Campaign Management: Sandra Tiller, Isabella Graf

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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 depths of the human soul using ivie, the Vienna Tourist Board's city guide app. [more](#)

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## **“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-aoMokPxxk/?img\\_index=10](https://www.instagram.com/p/C-aoMokPxxk/?img_index=10) (54k likes)  
Reels: <https://www.instagram.com/reel/C-aGIXsodw/> (565k Views)  
<https://www.instagram.com/p/C-bwURLITOD/> (275k views)  
[https://www.instagram.com/p/C-aHxOuN\\_6k/](https://www.instagram.com/p/C-aHxOuN_6k/) (816k views)  
<https://www.instagram.com/reel/C-aP7O6O8cP/?igsh=MwV1dHpid5gwd5l1Zg==> (192k views)  
<https://www.instagram.com/p/C-apyOYOKlh/> (26k views)  
[Kiesha James \(@tseratour15\) • Instagram - Fotos und -Videos](#) (24k views)  
<https://www.instagram.com/reel/C-bF0e5tCsz/?igsh=NG:mOWlkZDE5aTk1> (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.

Vienna Media News, September 2024 - [vienna.info](https://vienna.info)



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## 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](#)



### 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.



# "The last place you want to be."

## Vienna celebrates the 150th anniversary of the Vienna Central Cemetery

**Vienna, October 2024** – Vienna's Central Cemetery, one of the world's most significant cemeteries in the world, marks its 150th anniversary on November 1, 2024. Since its establishment in 1874, the cemetery has become a place of deep cultural and historical significance, attracting visitors interested in unique and morbid destinations. In honor of this milestone, the Vienna Tourist Board is unveiling a short film titled "*Vienna: the last place you want to be.*"—a charming portrayal of Vienna not only as the world's most liveable city but also as one well worth dying for.

With over three million people interred, Vienna's Central Cemetery is the second largest in the world by number of burials and spans 2.5 square kilometers, ranking seventh globally by size. The cemetery contains around 350,000 graves, including nearly 1,000 honorary graves, where renowned figures like Ludwig van Beethoven, Johannes Brahms, Franz Schubert, and Johann Strauss rest. Visitors can also admire architectural landmarks, such as the Church of St. Borromeo, a stunning example of Viennese Art Nouveau designed by Max Hegele

To celebrate the anniversary, a series of special events will run until the end of October, including readings, cabaret performances, and a Halloween festival. Other activities have included yoga classes, concerts, nature tours, and creative workshops, offering visitors unique ways to explore the cemetery from fresh perspectives.

**Vienna's Unique Relationship with Death** The Central Cemetery offers more than its primary function, showcasing Vienna's cultural approach to death through the Funeral Museum. Spanning 300 square meters, the museum presents Viennese burial traditions with a touch of dark humor, reflecting the city's famous wit. Visitors can also purchase quirky souvenirs like T-shirts emblazoned with "We put the FUN in Funeral," or honey made by the cemetery's bees.

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#### Fun Facts About the Central Cemetery

- **Kilometer-long walks:** The cemetery boasts 80 kilometers of paths to explore.
- **100% Electric bus line:** A dedicated electric bus service with 19 stops helps visitors navigate the vast site.
- **Sporty visitors:** Two running routes allow for exercise amidst the peaceful surroundings.
- **Biodiversity hotspot:** The cemetery is home to 170 animal species, including field hamsters, and 200 plant species, with a 40,000 square meter nature garden serving as a habitat for 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:** After-dark tours reveal spooky legends, burial rituals, and the chilling history of forensic medicine.
- **Culinary breaks:** Visitors can stop for refreshments at the on-site coffeehouse or sausage stand.

To commemorate the 150th anniversary, the Vienna Tourist Board has released an original short film titled *"Vienna: the last place you want to be."* The film humorously follows a mayfly enjoying her single day of life in Vienna, escaping death as she experiences the city's cultural and culinary highlights. Produced in collaboration with London-based animation studio BlinkInk, the film showcases Vienna's diversity and morbid charm, concluding with a sunset finale in the city's vineyards

"The Viennese soul was undoubtedly born with a dose of morbidity," explains Norbert Kettner, Director of the Vienna Tourist Board. "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 livable city in the world."

Launching globally on social media and streaming platforms, the film will reach audiences in the U.S., Canada, and several European markets starting October 14, 2024. Disney+ will stream the video in the U.S., while Canadian audiences can view it on Netflix. Explore more at [thelastplace.vienna.info](https://thelastplace.vienna.info).

###

#### Additional assets:

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

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

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

Press images "Vienna, the last place you want to be":

- [The last place you want to be Grim Reaper © Vienna Tourist Board](#)
- [The last place you want to be Old Mayfly © Vienna Tourist Board](#)

#### Credits:

- **Vienna Tourist Board:** Director Brand Management: Claudia Wieland, Brand Management & Consulting: Patrick Hilz, Team Manager Brand Communication: Lukas Merl, Project Management: Isabella Graf
- **Creative Agency:** Jung von Matt DONAU
- **Production Company:** BlinkInk
- **Director:** Sam Gainsborough
- **Vienna Co-Producer:** Dockyard
- **Music Arrangement & Production:** Walter Weizowa





## Vienna Showcases Historic Palaces in Unique "UnReal Estates" Campaign

As election season approaches and many Americans consider their next steps based on the outcome, the Vienna Tourist Board offers a creative and timely suggestion: **Why not consider moving to Vienna, the world's most livable city?**

Known for its innovative and bold marketing strategies, the [Vienna Tourist Board](#) is launching its latest campaign, *UnReal Estates*. This new initiative playfully lists some of Vienna's most iconic historic residences on *Realtor.com*, encouraging people to imagine living in grand properties like Sigmund Freud's townhouse or Schönbrunn Palace. While these properties aren't for sale, they're always open for visits.

Please see the press release below for more details on the campaign. We hope you'll consider it for an editorial feature as we approach this pivotal time.

Best regards,  
The Vienna Tourist Board team

### **Vienna Showcases Historic Palaces in Unique "UnReal Estates" Campaign**

*Vienna, Austria, October 22, 2024* – Vienna, a city renowned for its architectural grandeur and imperial history, is bringing its most iconic residences to *Realtor.com*, a popular real estate platform, in a new marketing campaign. From October 16 to November 19, 2024, the Vienna Tourist Board features some of the city's most celebrated landmarks in a digital experience titled "UnReal Estates".

In a creative twist on *Realtor.com*'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."

"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](https://estates.vienna.info).

Assets:

Press images: [UnReal Estates](#).



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Vienna Media News, December 2024 - [vienna.info](https://vienna.info)



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## Vienna Media News, December 2024



### King of Waltz. Queen of Music: 200 Years of Johann Strauss in Vienna

2025 marks the bicentenary of the birth of the Waltz King and global music star, Johann Strauss II. His queen Vienna, the world capital of music, will be celebrating it to the full. A packed, contemporary festival program that spans numerous genres will be held throughout the city in 2025. [more](#)



### "Space Anthem": Strauss' Danube Waltz celebrated as the anthem of space

In the mini-documentary "Space Anthem" prominent international voices from the worlds of music, film and space travel explain the special connection between Strauss' "Blue Danube Waltz" and outer space. [more](#)



### 450 balls, one Waltz King: Johann Strauss dominates the 2025 ball season

Vienna, the city of the waltz, has been famous for its legendary balls ever since the Congress of Vienna. More than 450 balls take place in Vienna every year. The Viennese ball season reaches its peak in January and February. [more](#)



### Explore Jewish Vienna with the city guide app "ivie"

Already downloaded over 1.3 million times, city app ivie now allows users to retrace the history of Jewish Vienna. Hidden cemeteries, exciting museums and the origins of the state of Israel are all waiting to be discovered. [more](#)



### Viennese classics in the spotlight: boiled beef

Boiled beef holds a very special place in Viennese cuisine. Its preparation has been refined and perfected like no other dish. Emperor Franz Joseph's favorite, Tafelspitz is the pinnacle of the Viennese tradition of gently simmered beef. [more](#)

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

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## **Vienna: Best-Ever Year for Tourism Delivers Record Revenue**



*Vienna, January 23, 2025 – Vienna’s tourism sector reported its strongest-ever performance in 2024, with 18.9 million overnight stays (up 9 percent from 2023) and record revenue from overnight stays. Events in Vienna in 2025 will be all about the 200th anniversary of the birth of the Waltz King Johann Strauss. At the same time, the capital will be shining a light on numerous neighborhoods outside the city center.*

“2024 was the most successful year for city tourism in Vienna since records began,” confirmed Vienna Tourist Board CEO Norbert Kettner. The city reported 18,865,000 visitor overnight stays – a 9 percent increase over 2023 and more than the previous record set in 2019. Revenue from overnight stays grew by a quarter more than total overnight numbers, which led to a first: “Vienna’s accommodation providers were already on the brink of a new revenue record by the end of November,” Kettner explained. Reaching EUR 1.2 billion for January to November – the months for which final totals were available – this represented a 12 percent increase over the same period in 2023. “In a challenging global economic environment, Vienna’s city tourism sector has proved to be a driver of value-added, creating year-round jobs directly in the location,” Kettner said.

**Around 82 percent of Overnight Stays Accounted for by Visitors from Abroad: 1,224,000 overnight stays from the US and 181,773 overnight stays from Canada.**

Germany (3,462,000 overnight stays, up 4 percent from 2023) accounted for the largest share of overnight stays, followed by Austria (3,353,000, up 6 percent). North America continued to be a strong source market for Vienna in 2024, with the United States contributing 440,639 arrivals (up 21.5 percent) and 1,224,000 overnight stays (up 17 percent), while Canada recorded 73,417 arrivals (up 27.8 percent) and 181,773 overnight stays (up 22.4 percent), underscoring the region's growing demand for travel to the Austrian capital. "In terms of revenue from overnight stays, the USA took the top spot in the five-star hotel category," Kettner revealed. European countries put in a strong showing in terms of overnight stays, with places four to ten occupied by Italy (1,035,000 overnights, up 14 percent), the United Kingdom (798,000, up 17 percent), Spain (618,000, up 11 percent), France (531,000, up 9 percent), Poland (484,000, up 10 percent), Switzerland (416,000, up 7 percent) and Romania (373,000, up 5 percent). Previously strong markets such as China (300,000, up 79 percent) and Japan (163,000, up 45 percent) are still below their pre-pandemic level. Even so, China has already made its way back into the top ten markets in terms of revenue from overnight stays. The latest detailed figures for all of the incoming markets covered by the survey are available at: <https://b2b.vienna.info/en/statistics/data/recent-statistics>.

**60 Percent of Beds in Four and Five Star Category Accommodations**

Vienna currently has 433 hotels. In total, they have around 40,900 rooms with 81,800 beds. Around two thirds of the city's hotel beds are in the four and five star categories. As a result, Vienna is ideally equipped for all of its upcoming major events, which in 2025 include six large-scale congresses, each set to attract more than 10,000 participants. This year, the capital is expecting to host more than 50 congresses and company meetings with over 1,000 participants each.

**Michelin Guide Unveils 2025 Vienna Star Ratings**

On Jan. 21, 2025, the current Michelin stars for Vienna were presented as part of the new Austrian edition of the Michelin Guide. Steirereck and Amador remain Austria's only three-star restaurants. Steirereck, led by Birgit and Heinz Reitbauer, ranked 22nd in the "World's 50 Best Restaurants." New interpretations of old recipes and almost forgotten ingredients from local cuisine make the dishes at Steirereck something special. Silvio Nickol Gourmet Restaurant at Palais Coburg, Konstantin Filippou, Mraz & Sohn, and Doubek are also in a class of their own; all four retained their two-star Michelin status.

**2025 Theme Year: King of Waltz. Queen of Music.**

As part of the "King of Waltz. Queen of Music." theme year, visitors to Vienna can look forward to a major cultural treat to mark Waltz King Johann Strauss II's 200th birthday: 65 productions at 69 locations across the city. All of the highlights are listed online at [strauss.vienna.info](https://strauss.vienna.info). The Mini-documentary Space Anthem ([spaceanthem.vienna.info](https://spaceanthem.vienna.info)) asks why Strauss's iconic Danube Waltz – omnipresent in popular culture as the anthem of space – did not leave Earth with the Voyager Golden Record in 1977.

**From "Before Sunrise" to "Vintage Shopping": 30 Walks Throughout Vienna**

Vienna is also giving the districts beyond the city center their time to shine: under the banner of Heartbeat Streets, the spotlight will be on 16 local neighborhoods (including five new ones in the course of 2025). And visitors will be given an opportunity to experience Vienna's diversity thanks to a soon-to-be 30-strong selection of guided city walks in the ivie City Guide App: covering everything from impressive women to arts and crafts and even a walk dedicated to the movie Before Sunrise (which is turning 30 this year), there is plenty of variety.

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## **Kenes Group 60th Anniversary: A Global Meeting in Vienna, Austria**

*Kenes Group, a global leader in professional congress organisation and association management, marked its 60th Anniversary with an unprecedented gathering in Vienna, Austria, from 13 to 15 January 2025.*



February 20, 2025

Vienna, Austria

The event brought together 300 employees from around the globe, representing locations such as Switzerland, Bulgaria, Spain, the Netherlands, Turkey, Israel, Germany, Colombia, Thailand, the United States, Singapore, and more. The event highlighted Kenes Group's **legacy of excellence, innovation, and collaboration over six decades.**

This milestone event was made possible through the **valued partnership with the [Vienna Convention Bureau](#)**, underscoring the importance of strong alliances in delivering exceptional experiences. The project was led by **[Vice President of Business Development Avital Rosen-Topel](#)**, who has been part of Kenes Group since 1991.



Kenes Group 60th Anniversary and Leadership Summit 2025 - Vienna, Austria (Photography: Denis Abbonato)

**The Kenes Leadership Summit 2025: Shaping the Future**

From January 13 to 14, Kenes Group hosted its annual **Kenes Leadership Summit 2025**, a traditional gathering of the management board and key partners, including **Interplan, Kenes M+, derCampus, and Kenes Asia**. The Summit, which fosters collaboration and innovation across the organisation, covered various critical topics shaping the company's strategic direction.



Kenes Group Leadership Summit 2025 - Vienna, Austria (Photography: Denis Abbonato)

Key sessions at the summit included:

- **Marketing Trends:** Explored emerging B2C marketing strategies for 2025, emphasizing the role of technology and actionable steps to enhance congress and association marketing efforts.
- **The State of the Group:** Reviewed 2024 achievements, main challenges, and financial outcomes while presenting the outlook for 2025.
- **Sharing Hubs and Reporting Back:** Discussed trends such as generative AI, sustainability, DE&I, and innovative PCO-AMC business models, reinforcing Kenes Group's focus on applying cutting-edge solutions.
- **The Future Workforce:** Addressed strategies for attracting, engaging, and retaining next-generation talent, including Gen Z, emphasizing employer branding and employee retention.
- **Group Synergies:** Unveiled opportunities for cross-company collaboration to enhance efficiency and foster growth.

[CEO Ori Lahav](#) remarked on the importance of the Summit:

"The Kenes Leadership Summit is a vital platform for **aligning our strategies and fostering collaboration** among our partners. These sessions allow us to innovate, address challenges, and ensure that we continue to lead in the meetings and congress industry."

### A Legacy of Impact

On January 14, Kenes Group leaders welcomed the global team in Vienna for a networking evening at the [Austria Center Vienna](#).

In his speech during the event, [Executive Chairman & Chief Vision Officer Dan Rivlin](#), also the son of Kenes Group Founder Gideon Rivlin (1932 - 2020), highlighted how relationships and human talent have been and continue to be the cornerstone of Kenes Group's success:

"**We believe in the ability to make a change in the world**, we believe in people, and that is part of what brings us forward. It is one of those values that is embedded in our DNA. The family feeling and the bonding were carved by hours and hours of hard work. Think about it – it's not natural. **We have different cultures here from different offices**, we are not sitting together, and we still build, through hard work and despite current challenges, friendships that were created while striving towards a common goal. This is what the special spirit is all about."



Kenes Group EC & CVO Dan Rivlin - Vienna, Austria (Photography: Denis Abbonato)

### The All-Hands Educational Session: From Virtual to In-Person

On January 15, Kenes Group held its global **All Hands Meeting** in person for the first time in years, at the Vienna Imperial Riding School, Hotel, a member of Marriott's Autograph Collection.

Traditionally conducted virtually to accommodate the company's international team, the special in-person session created a **unique opportunity for face-to-face connection and collaboration**. This open dialogue emphasised transparency and reinforced the company's commitment to fostering engagement across all levels.

The evening was further enriched by a corporate social responsibility activity, resulting in donations of 250 bags of personal care items for Caritas Austria NGO to distribute among people living in homelessness conditions.



### A Message from the Vienna Convention Bureau

Anita Paic, Director of the Vienna Convention Bureau, praised the enduring collaboration with Kenes Group, stating:

"Congratulations to Kenes Group on 60 remarkable years of excellence and innovation in the meetings industry! **We are truly honoured that Vienna was selected as the venue to celebrate this incredible milestone.**

Over the years, the Vienna Convention Bureau has not only built a **strong and valued partnership with Kenes Group** but also fostered many lasting personal connections with your outstanding team. Your contributions have **profoundly shaped the global meetings and congress industry**, playing a significant role in establishing Vienna as a leading meeting destination. Here's to many more years of collaboration, achievement, and shared success!"

#### **A Long-Term Partnership with Vienna**

The partnership between Kenes Group and Vienna has been longstanding, with the city hosting numerous prestigious meetings organised by Kenes. Recent examples include:

- 10th Congress of the European Academy of Paediatric Societies (EAPS 2024), Austria Center Vienna, ~2,300 participants
- 23rd WPA World Congress of Psychiatry (WCP 2023) - World Psychiatric Association, Austria Center Vienna, 4,000 participants
- 55th Annual Meeting of the European Society for Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN 2023), Austria Center Vienna, 4,000 participants

– END –

**Photo Gallery:** <https://we.tl/t-hfBQJZfz88>

**Online version:** <https://kenes-group.com/kenes-group-60th-anniversary-a-global-meeting-in-vienna-austria/>

#### **About Vienna: A Premier Meeting Destination**

Renowned for its central location in Europe, exceptional connectivity, and commitment to sustainability, Vienna is a premier hub for global meetings. With its rich cultural heritage, vibrant arts scene, and centuries-old tradition of hosting international events, the city continues to attract organisations and delegates worldwide.

Visit: <https://meeting.vienna.info>

#### **About Kenes Group**

Founded in 1965, Kenes Group has been at the forefront of professional congress organisation, delivering exceptional events across the globe. With a team of over 360 professionals, the company serves international associations and organisations, contributing to innovation and excellence in the meetings industry.

Visit: [www.kenes.com](http://www.kenes.com)

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Media Relations, Vienna Tourist Board

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## WALTZ INTO SPACE

### Vienna and the ESA send the Danube Waltz into space to mark Strauss' 200th birthday

#### An interstellar music project

**Vienna, March 10, 2025** – To mark the 200th birthday of Johann Strauss II, the Vienna Tourist Board and the European Space Agency (ESA), in partnership with the Vienna Symphony Orchestra, are sending his masterpiece “By the Beautiful Blue Danube” into space. On May 31, 2025, the waltz will be transmitted into the universe as an electromagnetic wave at the speed of light from the ESA Deep Space Antenna DSA 2 in Cebreros, Spain. The signal will catch up with NASA’s Voyager 1 space probe just 23 hours later.

#### Correcting a cosmic omission from 1977

The “Waltz into Space” mission is correcting a historical omission: the Danube Waltz was not immortalized on the Voyager Golden Record when it was launched in 1977. It is regarded as the unofficial anthem of space, in no small part due to Stanley Kubrick’s “2001: A Space Odyssey”. **Mayor of Vienna, Michael Ludwig:** “Once again, the Austrian capital will be presenting itself as an innovative world capital of music – a city that not only preserves its heritage, but also generates impetus for the future with visionary ideas.” “In 2025, Vienna will celebrate the 200th birthday of its Waltz King with 65 productions over 250 performance days all over Vienna. Under the motto “King of Waltz. Queen of Music”, the Vienna Tourist Board has chosen a progressive approach to Johann Strauss II, which reaches its brilliant climax with ‘Waltz into Space.’”

### **STREAM IT UP! The Danube Waltz at the speed of light**

- **Interstellar concert:** On May 31, 2025 at 20:30 CET, the Vienna Symphony Orchestra under the baton of Petr Popelka will perform a galactic concert at the MAK – Museum of Applied Arts, with a live broadcast of the Danube Waltz being transmitted into space at around 21:30 CET.
- **Global streaming events:** Live broadcasts in Vienna, New York (Bryant Park) and Madrid (at the ESA Deep Space Antenna DSA 2).
- **Interactive participation with “SpaceNotes”:** Music fans can symbolically send a note of the Danube Waltz into space. Target: 13,743 note sponsors.

### **50th anniversary of ESA & Strauss’ 200th birthday: Music meets the sciences**

**Josef Aschbacher, Director General of the ESA,** explains: “Our technology makes it possible to transmit not only scientific data, but also human art over vast distances. In 2025 we have a wonderful double anniversary: the 200th anniversary of the birth of Johann Strauss II and the 50th anniversary of the ESA. I am delighted that we can celebrate both by broadcasting a live performance of the Danube Waltz into space from our Cebreros ground station.”

**Norbert Kettner, Director of the Vienna Tourist Board,** adds: “Stanley Kubrick’s ‘2001: A Space Odyssey’ made the Danube Waltz the anthem of space – the omission of the most famous of all waltzes from the 1977 Voyager Golden Record is a cosmic mistake that we are correcting with ‘Waltz into Space’.”

### **Countdown with “Space Anthem” & amusing mission film**

The mini-documentary “Space Anthem”, which highlights the special connection between the Danube Waltz and outer space, has already been released to set the mood. There is also an entertaining [short film](#) that tells the story of how Strauss’ waltz was “left behind” in 1977.

### **Deep Space Antenna sends Donauwalzer on an interstellar journey**

The journey of the Danube Waltz will begin on May 31, 2025 at around 21:30 CET as the highlight of a concert given by the Vienna Symphony Orchestra and will be streamed live on [space.vienna.info](http://space.vienna.info). The signal will reach Voyager 1 after 23 hours and continue on its infinite journey – a musical message from Vienna for the future of music in the universe.

### **LINKS**

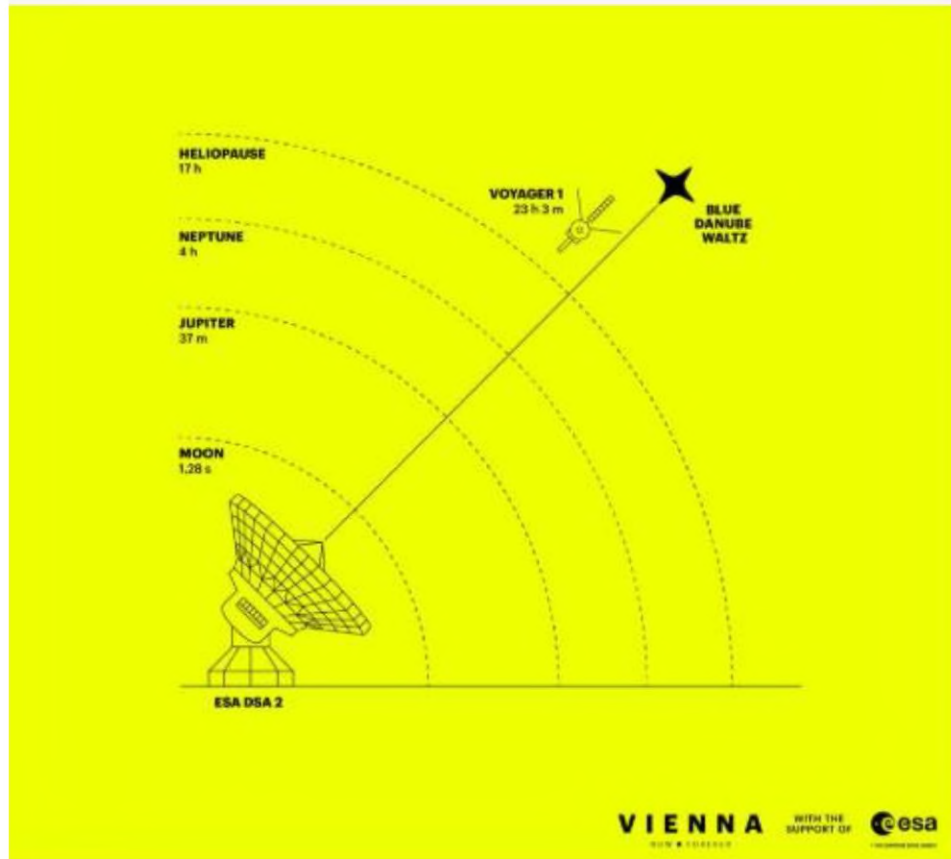
- Waltz into Space press photos: [Vienna Tourist Board Newsroom](#) or [Dropbox-Page](#)
- Waltz into Space website: [space.vienna.info](http://space.vienna.info)
- Space Anthem: [spaceanthem.vienna.info](http://spaceanthem.vienna.info)
- Mission film: <https://www.youtube.com/watch?v=6Zt8OtLS6Ks>
- King of Waltz. Queen of Music: [strauss.vienna.info](http://strauss.vienna.info)
- **City Guide App “ivie”:** [ivie.wien.info](http://ivie.wien.info)
- Vienna in Strauss and Braus 2025: [www.johannstrauss2025.at](http://www.johannstrauss2025.at)
- European Space Agency (ESA): [www.esa.int/](http://www.esa.int/)
- Estrack Network: [www.esa.int/Enabling\\_Support/Operations/ESA\\_Ground\\_Stations](http://www.esa.int/Enabling_Support/Operations/ESA_Ground_Stations)
- Cebreros Station press photos  
[www.esa.int/ESA\\_Multimedia/Images/2005/06/Cebreros\\_station](http://www.esa.int/ESA_Multimedia/Images/2005/06/Cebreros_station) or  
[www.esa.int/ESA\\_Multimedia/Images/2006/04/Deep\\_space\\_radio\\_antenna\\_in\\_Cebreros](http://www.esa.int/ESA_Multimedia/Images/2006/04/Deep_space_radio_antenna_in_Cebreros)

At [photo.vienna.info](http://photo.vienna.info) you can access more than 1,000 photos of Vienna for your report after completing a short sign-up process; video footage is available at [footage.vienna.info](http://footage.vienna.info).

### PRESS CONTACTS

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- The European Space Operations Centre: [media@esa.int](mailto:media@esa.int)



Subject: **Vienna Invites Earthlings to Send Johann Strauss to Space**

Hi Forrest,

Exciting news from **Vienna**! To celebrate the 200th birthday of Johann Strauss II, the [Vienna Tourist Board](#) and the European Space Agency (ESA), in partnership with the Vienna Symphony Orchestra, are sending his masterpiece "By the Beautiful Blue Danube" into space. On May 31, 2025, the waltz will be transmitted into the universe as an electromagnetic wave at the speed of light from the ESA Deep Space Antenna DSA 2 in Cebreros, Spain. The signal will catch up with NASA's Voyager 1 space probe just 23 hours later.

Keep reading for more details, or take a deeper look in the full press release [HERE](#).

\*\*\*

**13,743** — that's how many people can participate in blasting Johann Strauss II's masterpiece, the "Danube Waltz," into outer space. The [Vienna Tourist Board](#) wants citizens around the world scrambling to be one of them!

**So here's the story:** As Vienna celebrates Strauss' 200th birthday, they want to right a wrong. The Vienna-born composer's iconic "Blue Danube" didn't make it onto the Voyager Golden Record in 1977, but the song is synonymous with space exploration thanks to Stanley Kubrick's "2001: A Space Odyssey". You might think you don't know the tune, but you do! Watch this video to recognize the melody and learn why "The Blue Danube" didn't make it onto the Voyager Golden Record: [Waltz into Space: Why The Blue Danube Waltz was not on the Voyager Golden Records](#).

Through its "Waltz Into Space" initiative, Vienna wants to send the waltz to space. On May 31, the Vienna Symphony Orchestra will play the iconic waltz and the European Space Agency (ESA) will blast it into space at the speed of light, catching up to NASA's Voyager 1 space probe just 23 hours later.

**What's exciting for your audience:** Through the Note Patronage endeavor, 13,743 people can each claim one note from the waltz on [space.vienna.info](https://space.vienna.info). As the song blasts into the furthest reaches of the solar system—and beyond—it could one day be intercepted by alien life. Who knows?

But for now, help us get citizens of Earth excited about the initiative and send them to [space.vienna.info](https://space.vienna.info) to claim their note for free while there.

*Get in touch for media interviews with members from the Vienna Tourist Board to hear more about the initiative. Find more information about how Vienna is [celebrating Johann Strauss II's 200th birthday](#).*

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***Elevating the lives of people living, traveling, and working in the places we serve.***

Subject: **This European destination is going all in for the Swifties**

Hi Kelsie,

I hope you are well! My colleague Anna Rossetto let me know that you are a Swiftie, so I thought I'd share the pitch below :) thanks for letting me know if you want to connect!

\*\*

Mozart. Schubert. Swift. Vienna hosts only the most iconic musicians. As Vienna prepares for Taylor Swift's highly anticipated Eras Tour, [the most livable city in the world](#) is transforming into a vibrant haven for Swifties and embracing the rising trend of "gig-tripping".

In August, the sold-out concerts at the Ernst Happel Stadium will draw over 150,000 fans. Even those without tickets will find plenty of ways to join the celebration. Vienna is truly going all in for the Swifties. I have added ideas below on what to do before, during, and after the concert for anyone in town to maximize their visit to Vienna.

Next year may be the 200th birthday of Vienna's Johann Strauss II, "the Waltz King," but 2024 is the year of Taylor Swift, "the Queen of Pop." Thank you in advance for considering a mention in any upcoming coverage. If you have any questions or need further information, I am happy to assist.

Best regards,  
Chiara Peretti

\*\*\*

### **Taylor Swift in Vienna**

Here are a couple of ideas for an article's title: *This European destination is going all in for the Swifties* or *A Swiftie's Guide to Vienna*.

### **Taylor Swift in Vienna**

Here are a couple of ideas for an article's title: *This European destination is going all in for the Swifties* or *A Swiftie's Guide to Vienna*.

On August 8, 9, and 10, Vienna will be buzzing with excitement as Taylor Swift performs at the sold-out Ernst Happel Stadium. With over 150,000 fans flocking to the city, the atmosphere will be electric. For those with—but also without—tickets, there are plenty of ways to channel your inner Swiftie while in Vienna.

#### **Before the concert:**

**Enjoy a Pre-Concert Picnic:** On August 7, fans can gather at the Taylor Swift The Eras Tour Picnic in the Prater. This private, fan-organized event is a perfect opportunity to make new friends and enjoy the pre-concert buzz.

**Shop for Swiftie Outfits:** Vienna's Swarovski flagship store and numerous second-hand shops offer plenty of options for fans to find the perfect concert outfit.

**Channel Your Inner Cat Lady:** Neko Cat Café and Barista Cats is the place for cat lovers.

**Learn About Vienna:** Find out why one of Taylor's musical fans, Billy Joel, said the city was waiting for you at the Wien Museum, offering up the city's history for free (cue up his song "Vienna" if you don't get the reference!).

#### **During the concert:**

**Experience the Concert Without Tickets:** Even without a concert ticket, Swifties can soak in the vibes around the Ernst Happel Stadium, buy official merchandise, and enjoy the music from outside the venue.

**Distractions for Those Without Tickets:** The nearby [Wurstelprater](#) amusement park adds to the fun, with attractions like Vienna's [Giant Ferris Wheel](#)

#### **After the concert:**

**Taylor Swift-Inspired Dance Party & Eras Tour After Party:** On August 9 at the legendary Camera Club. Open to all Swifties 18 and over.

**Daytime and Aftershow Parties:** From August 8 to 10 at CellaVie Vienna, catering to all ages with different time slots.

**After the concert:**

**Taylor Swift-Inspired Dance Party & Eras Tour After Party:** On August 9 at the legendary Camera Club. Open to all Swifties 18 and over.

**Daytime and Aftershow Parties:** From August 8 to 10 at CellaVie Vienna, catering to all ages with different time slots.

**Swiftie Rooftop Party:** At Das Loft in the Hotel SO/ Vienna, offering a 360-degree view of the city from August 8 to 10.

**Candlelight Concert:** After the concert series, fans can unwind at a candlelight concert at the Palais Coburg on August 11, where a string orchestra will reinterpret Taylor Swift's hits.

Note: I work with with the Vienna Tourist Board. More information can be found at this link:  
<https://www.wien.info/en>.

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***Elevating the lives of people living, traveling,  
and working in the places we serve.***

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

**VIENNA**  
NOW ♦ FOREVER

**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](http://ivie.vienna.info)

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**DEVELOPMENT COUNSELLORS INTERNATIONAL**

*The Leader in Marketing Places*

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 22<sup>nd</sup>, 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.

Wherever 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 ENBA 2024	3,500	26.-27.2.24	Messe Wien Exhibition & Congress Center
68th Annual Meeting of the Society of Thrombosis and Haemostasis Research	1,400	17.2.-1.3.24	HOFBURG Vienna
European Congress of Radiology - ECR	18,900	18.2.-3.3.24	Austria Center Vienna
31st Wilens C. Vis International Commercial Arbitration Meet	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	Mark Halle
International Conference on Nuclear Security - ICONS 2024	2,400	16.-24.5.24	Vienna International Center
ViennaUP 2024	14,900	3.-9.6.24	Various locations in Vienna
Annual European Congress of Rheumatology - EULAR	15,900	11.-15.6.24	Messe Wien Exhibition & Congress Center
Osterreichischer 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	18,800	7.-11.9.24	Messe Wien Exhibition & Congress Center
HR Inside Summit 2024	2,000	9.-20.10.24	HOFBURG Vienna
United European Gastroenterology Week - UEG Week	15,800	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
AWR 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](https://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](https://meeting.vienna.info)

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

#### **Media enquiries:**

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**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.

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**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](http://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](http://meeting.vienna.info).