

Austrian Central Europe Travel Business (ACTB 09) 25-27 January 2009

Vienna – Austria
Motaz Othman / Vienna

This is our third year in participating at ACTB in Vienna. I can see the progress that is being made and the growth in exhibitors as well as trade visitors.



I have to say that all days of the event together with press conferences and social events were organised in a very professional way.

During the event I had the chance to talk to Mr. Klaus Ehrenbrandtner, the Director of Austria Tourism Office in Middle East, and he said of the Fair that





with 30 participants from the U.A.E., Saudi-Arabia, Iran, Egypt and Jordan we had by far the largest Middle East delegation ever. This clearly reflects the increasing interest of the travel trade in the Middle East destinations in Austria. Demand for holidays in Austria has increased enormously in the last few years and the trade is aware

that there is a lot of business in it. In comparison to the year 2003 Austria has had an increase in overnights from the Middle East of +160% within the last 5 years. We were able to have another plus of more than 10% (arrivals and overnights out of the Middle East) in 2008 again.

Mr. Klaus added that a major trend is of people travelling more outside the peak season now. May and June especially have been doing really well in the last two years as people realized that those are the best months to travel to Austria. Weather is at its optimum at that time and all the trees are blossoming.

Our guests say that Austria is the most romantic place, when all the gardens and parks are in flower during that period. I am sure this will be a major trend in the coming years and also due to Ramadan taking place earlier every year.

The other major trend we have experienced during ACTB was a





very strong focus on Western Austria in combination with Vienna. I think we will see a lot of packages combining our capital with its romantic historic sites and the city life with popular places in Tyrol like Innsbruck, Seefeld or Kitzbühel. There, you are in the heart of the Alps and you have the chance to experience the mountains, lakes and wildlife – but you also have the luxurious hotels and the

entire infrastructure that you need for a really nice stay. And it is only one hour away from Munich!

We in Islamic Tourism do support the ACTB in Vienna as we can always see that Arabs are really interested in the Austria market. We also had the chance to visit Innsbruck which I wrote about previously.