

# Vienna's story....

**It all started with the Vienna Convention Bureau's view that nothing can be achieved locally if we cannot prove to our Politicians and the public the value of the meeting industry to the city.**

By providing proper meeting statistics for Vienna, through cooperation with the University of Economy, we were able to evaluate the economical impact of the meeting industry (contribution to GDP, tax income, jobs secured).

Meetings and Congresses are no more perceived as a "touristic" event or product but our key politicians are recognizing "the meeting industry" in the broader connection of scientific education, scientific continuing education and scientific networking.



**Some key data from our 2008 meetings industry statistics:**

- **654 Million €** Contribution to Austrian GDP by the meetings industry
- **180 Million €** Tax Income for Austria
- **22 Million €** Tax Income for the City of Vienna
- **13,200** Jobs secured in Austria

These statistics and economical calculation models convinced officials that investment in adequate infrastructure for the meetings business would be **key** to a further increase of this valuable business.

The lobbying activity led to investment in the enlargement of the Austria Center Vienna, doubling its exhibition space and providing a much more flexible Fair Ground for Congress Organizers. Economical calculation models were used to prove that investment in the Austria Center Vienna would pay off with new business secured and bringing back previously lost business.



One key element for the expansion was that the European Congress of Radiology would sign a five year contract. Based on this commitment, we calculated that the contribution to GDP would result in the investment in the expansion being paid off.

The expansion also made it possible to welcome back the European Congress of Cardiology:

- Number of delegates: **33,000**
- Number of hotel nights: **153,000**
- More than 50% of delegates used **public transport**
- Daily delegate expenditure is split into: 29% **accommodation**, 18% **conference fee**, 15% **travel**, 38% **catering**. In addition to **urban transport, telecommunication, culture/recreation** and **shopping** expenditure

|                                       |                      |
|---------------------------------------|----------------------|
| Total contribution to Austrian GDP:   | <b>106 Million €</b> |
| Tax Income for the City of Vienna:    | <b>5.4 Million €</b> |
| Jobs secured in Austria by the event: | <b>143</b>           |