LGBT Tourism as a Promising Start

High level tourism professionals share their experiences and also strategies on LGBT touristic ventures.

1. **Austria**
   Thomas Bachinger, Vienna Tourist Board

2. **Belgium**
   Peter De Wilde, VisitFlanders (Toerisme Vlaanderen)
LGBT Marketing
Vienna Tourist Board
Official Marketing Agency for the Viennese Tourism Sector

- Founded in 1955 under public law
- Financed by the city tax, general city budget, own revenues
- **Main duty**: Promote Vienna‘s touristic offer abroad & support local touristic businesses in their marketing activities
- 2016: marketing activities in 23 countries worldwide
- Visitor Service, Tourist Information, Convention Bureau
LGBT Marketing – Markets
Defined annually by internal marketing team

- **Key Markets**: Germany, Austria
- **Highly developed Gay & Lesbian markets**: Great Britain, Italy, Switzerland, USA, Canada, Brasil, **Australia**
- **Less developed Gay & Lesbian markets**: Japan, Poland, Romania
LGBT Marketing – Milestones

- IGLTA International Gay & Lesbian Travel Association: member since 1997
- Marketing in the Gay & Lesbian segment since 1998
- First international press trip in 1999
- Gay Guide in cooperation with magazine „g“ in 2000/2001
- Gay & Lesbian Guide and webpage for „Gay & Lesbian“ target group since 2002
- 2014: gaycities.com: Gay City of the Year, Category „Culture Hub“
Strategic approach
Market research study in 2012

- Lesbians and Gays as two different target groups
  - Gay travellers: cultural offer, imperial flair
  - Lesbian travellers: romantic aspect of the city, green city
- Different strategies for different markets
- Thematic focus on different brand modules (Imperial heritage, Music & Culture, Viennese cuisine/Enjoyment, Green Vienna)
Marketing tools

- Vienna Gay Logo
- Gay & Lesbian Guide in German and English, since March 2016 in Italian and Japanese
- Website www.vienna.info/gay in 11 languages
- 2 Facebook-pages (German and English), 21.500+ fans: www.facebook.com/GayCityWien and www.facebook.com/GayfriendlyVienna
- Give Aways: notepads, pens, bookmarks, fans, liquid bags
Key Visuals

At this very moment two young lovers are beaming in the Vienna sunshine. When are you going to have your day in the sun? When will it be your day in the sun?

At this very moment two young lovers are locked in an embrace. And taking Vienna to their hearts. You would too!
Marketing Activities – B2C
Gaydio Manchester – Live broadcast from Vienna during Pride Week 2014
Marketing Activities – B2C
Pridevillage @ World Pride Toronto 2014
Marketing Activities – B2C
Prideville @ Tokyo Pride 2016
Marketing Activities – B2B
ITB Berlin & Asia (Singapore)
Marketing Activities – B2B
Eurovision Song Contest - Press & travel industry group
Marketing Activities – Press
„From Sydney with Love“ – Conchita live at the Sydney Opera 2016
Marketing Activities – Press
Press groups at Life Ball Vienna
Marketing Activities – Press
Press groups at Rainbow Ball Vienna
Marketing Activities – Online
My perfect day with Conchita Wurst

Vienna tips from Conchita Wurst. Conchita Wurst won the Eurovision Song Contest (ESC) in 2014 and in doing so brought the world’s biggest music event to Vienna.
Case study Poland & Romania
Status quo LGBT marketing 2016

- Goal: positioning of Vienna on a sustained basis as tolerant and exclusive culture hub for the LGBT community
- Press releases on LGBT events in Vienna
- Press trips to relevant events Vienna
- Cooperation with LGBT Business Forum in Warsaw
- Various online marketing activities
Case study Poland & Romania 2013
Public affairs event & PR

- Public Affairs Events in Warsaw & Bucarest
- 130/65 opinion leaders from LGBT community, politics, media and travel industry
- Goal: positioning of Vienna as tolerant culture hub
- Locations: Austrian Cultural Forum, Austrian Embassy
- Viennese entertainment, Viennese wine
- Comprehensive media coverage (eg. Gazeta Wyborcza)
Case study Poland
Gazeta Wyborczia, June 14th, 2013

- Interview with CEO Norbert Kettner
- „Vienna – open minded city. And Warsaw?“
Hungary & Czech Republic
Past marketing activities

- Press releases on LGBT events in Vienna
- Press trips to relevant events Vienna
- Online: search engine marketing
- Until 2014
Thank you!

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