

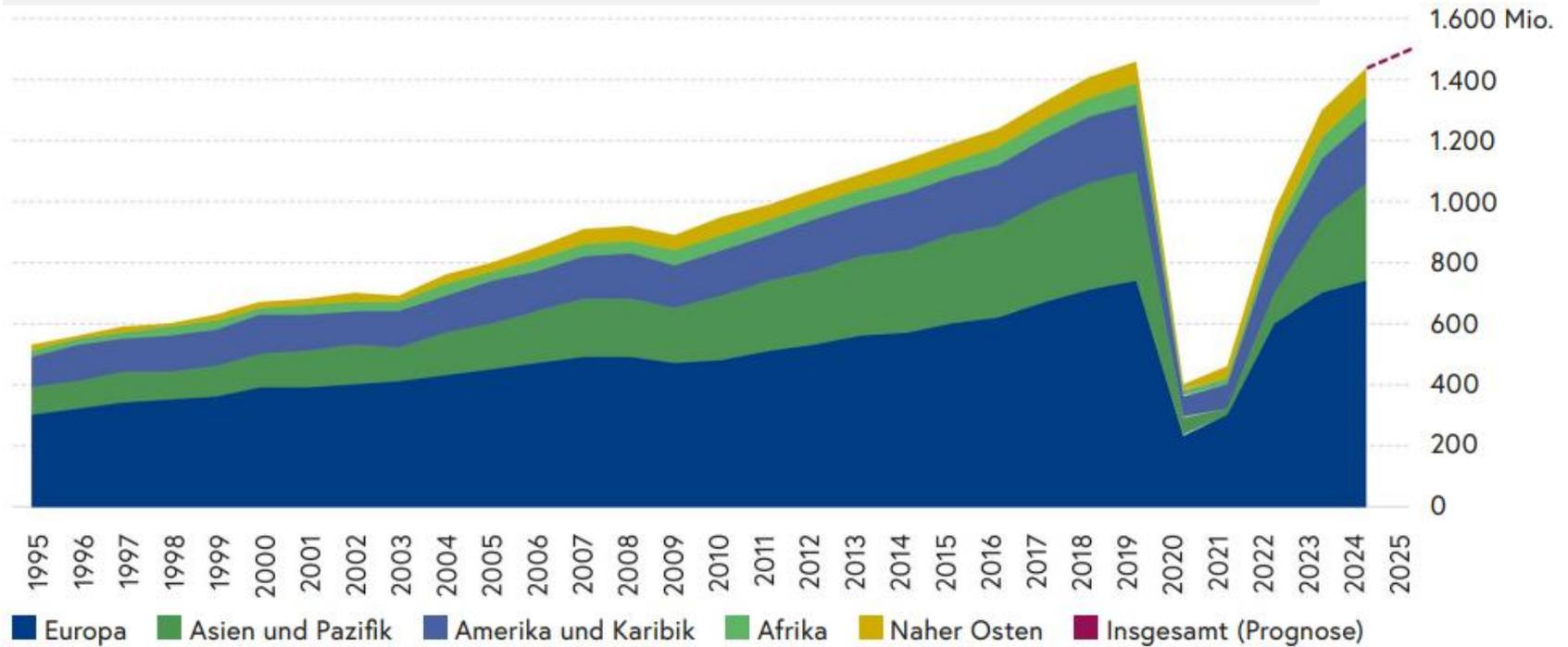
OPTIMUM TOURISM

THE VIENNESE MODEL
FOR GOOD GROWTH

JOHANNES LUTTER – URBAN INNOVATION VIENNA

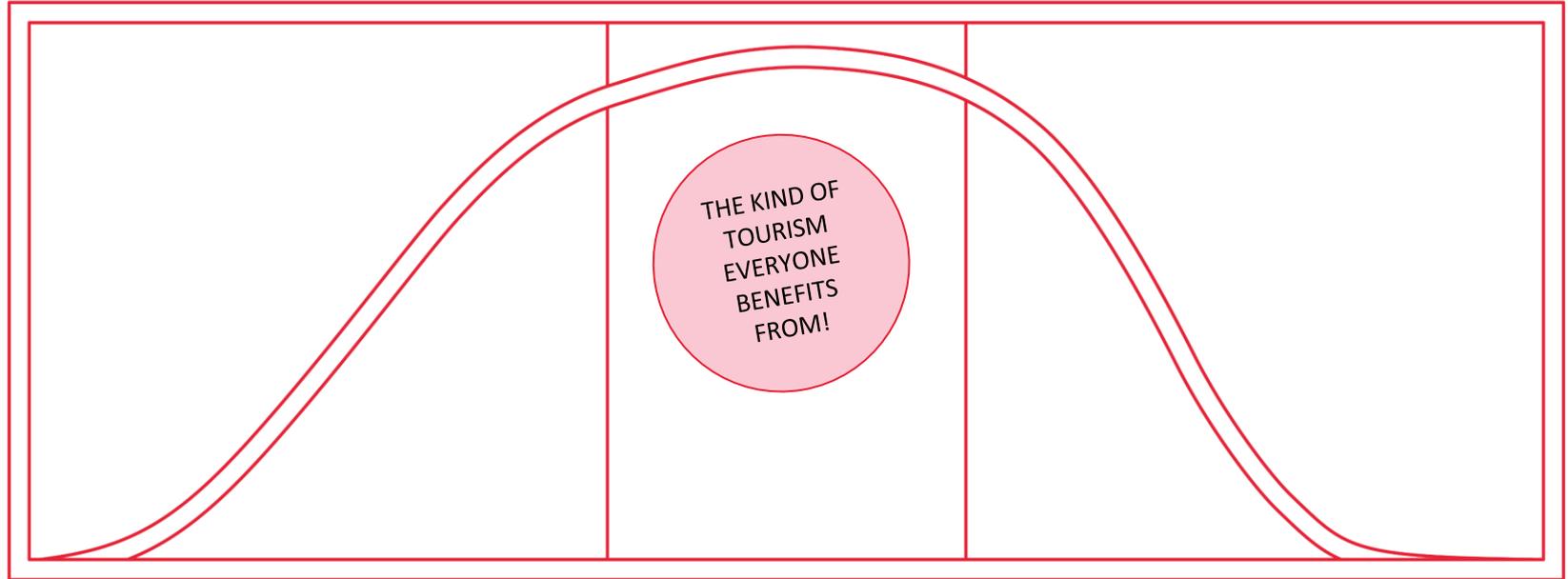
VIENNA

Development of arrivals of international overnight tourists



Quelle: UN Tourism. 2024: vorläufig, 2025: Mittlere Prognose aus zwei Szenarien (Stand Jänner 2025).

GOOD GROWTH



UNDER
TOURISM

OPTIMUM
TOURISM

OVER
TOURISM

ASK NOT WHAT YOUR CITY
CAN DO FOR TOURISM, BUT WHAT
TOURISM CAN DO FOR YOUR CITY!

+17.4%

COPENHAGEN

+13.2%

STOCKHOLM

+12.5%

VIENNA

+11.7%

AMSTERDAM

+10.6%

BERLIN

+9.0%

MUNICH

+8.9%

MILAN

+8.5%

WARSAW

+7.9%

HAMBURG

+6.0%

BRUSSELS

+5.9%

COLOGNE

+5.2%

ROME

+2.7%

PRAGUE

+1.5%

MADRID

+0.9%

BARCELONA

+0.8%

LISBON

-1.2%

BUDAPEST

-4.2%

NAPLES

-5.5%

PARIS

-8.7%

BUCHAREST

VISION

QUALITY OF LIFE,
PLACE AND
EXPERIENCE

OPTIMUM TOURISM

THE VIENNESE MODEL
FOR GOOD GROWTH

V I E N N A

'OPTIMUM TOURISM IS THE RIGHT AMOUNT,
AND THE RIGHT WAY TO MANAGE TOURISM,
THAT OPTIMIZES THE BENEFITS FOR LOCAL
CITIZENS AND THE CITY WITHOUT
UNMANAGEABLE NEGATIVE CONSEQUENCES.'

'IT'S THE WIN-WIN SCENARIO.'

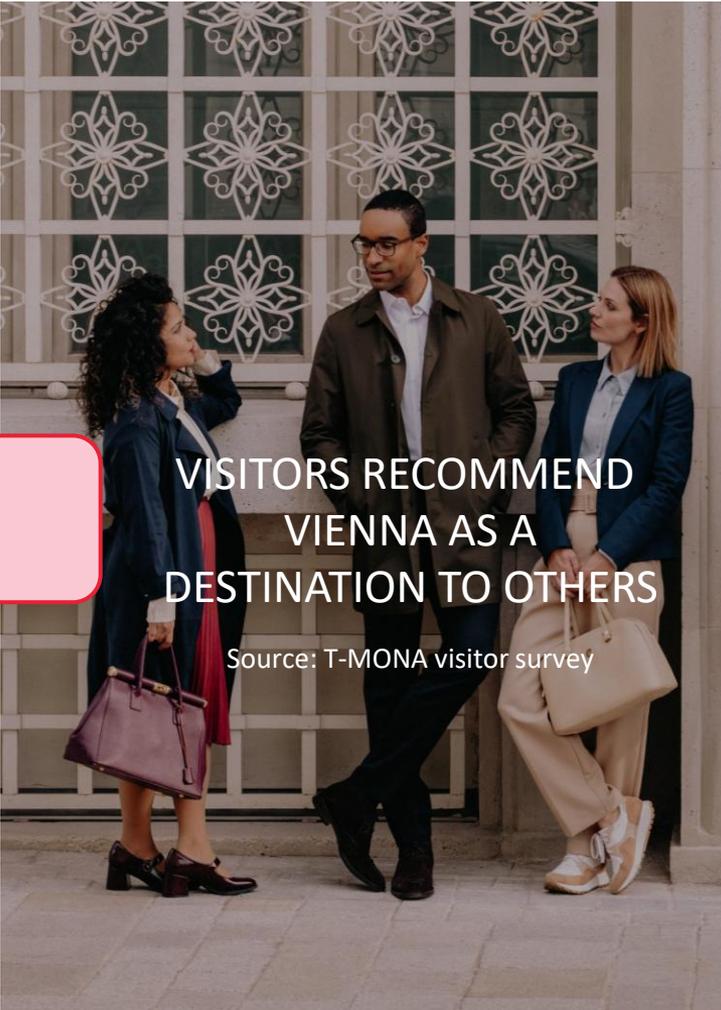
Greg Clark



RESIDENTS HAVE A
POSITIVE VIEW OF TOURISM

Source: Local satisfaction study

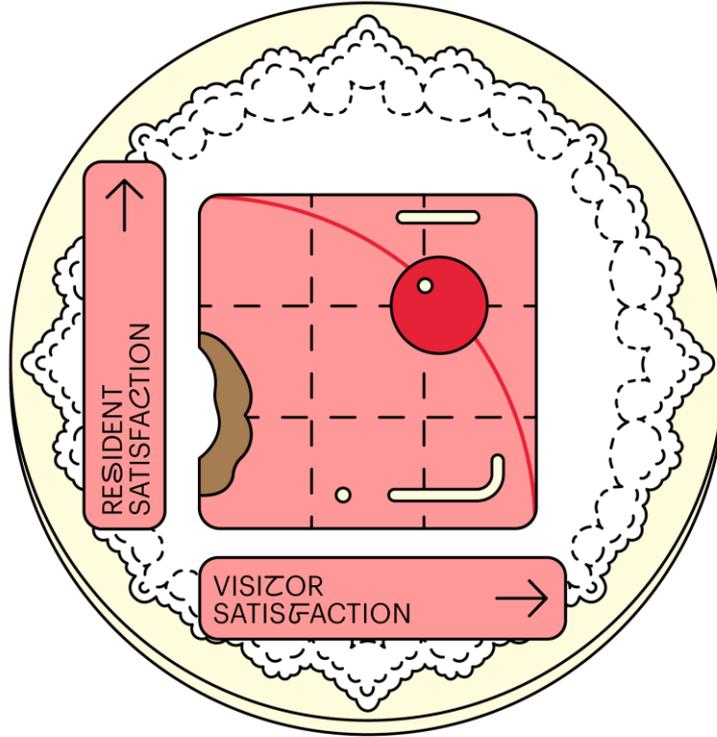
9 OUT OF 10



VISITORS RECOMMEND
VIENNA AS A
DESTINATION TO OTHERS

Source: T-MONA visitor survey

SWEET SPOT



The win-win scenario
Residents' and visitors' satisfaction are in balance



TURNING STRATEGY INTO IMPACT

OPTIMUM TOURISM AT WORK

VISITORS WHO ARE GOOD FOR THE CITY

2 OUT OF 3 VISITORS

match the
desired demographic

1 OUT OF 10
OVERNIGHT STAYS

generated
by meeting participants

DESIRED VISITORS

APPRECIATIVE OF QUALITY &
AUTHENTICITY

RESPECTFUL INTERACTION
WITH THE CITY

CONSCIOUSLY MAKE
SUSTAINABLE TRAVEL CHOICES

ARTS & CULTURE FANS

OPEN-MINDED, DIVERSE &
INTERNATIONAL

LOOKING FOR ENRICHING
ENCOUNTERS

IDENTIFY WITH VIENNA

GUIDED BY A NEW COMPASS

SUSTAINABLE TOURISM OBSERVATORY



observatory.vienna.info



GOVERNANCE



ENERGY
MANAGEMENT



(WASTE) WATER
MANAGEMENT



SOLID WASTE
MANAGEMENT



CLIMATE ACTION



LOCAL
SATISFACTION



DESTINATION
ECONOMIC BENEFITS



ACCESSIBILITY



SEASONALITY



EMPLOYMENT

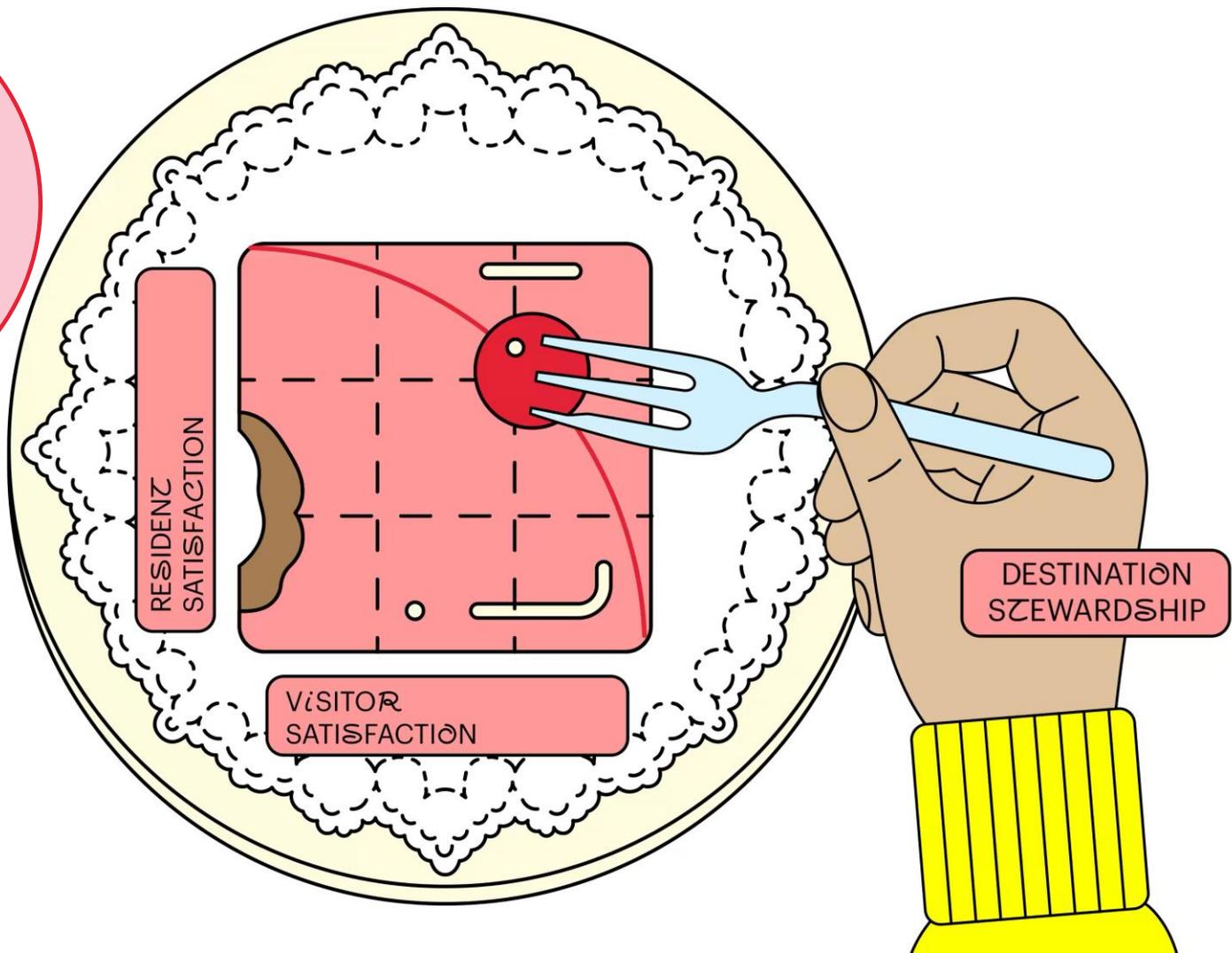


MOBILITY



CORRECTING COURSE WHEN BALANCE IS AT RISK

DESTINATION
STEWARDSHIP AS A
CORRECTIVE
FORCE



RESIDENZ
SATISFACTION

VISITOR
SATISFACTION

DESTINATION
STEWARDSHIP

ACTION PROGRAMS

PLACEMAKING

DAY TOURISM

CLIMATE-FRIENDLY
TRAVEL

LEGACY

ACCESSIBILITY

SUSTAINABLE
BUSINESSES

ACTION PROGRAMS

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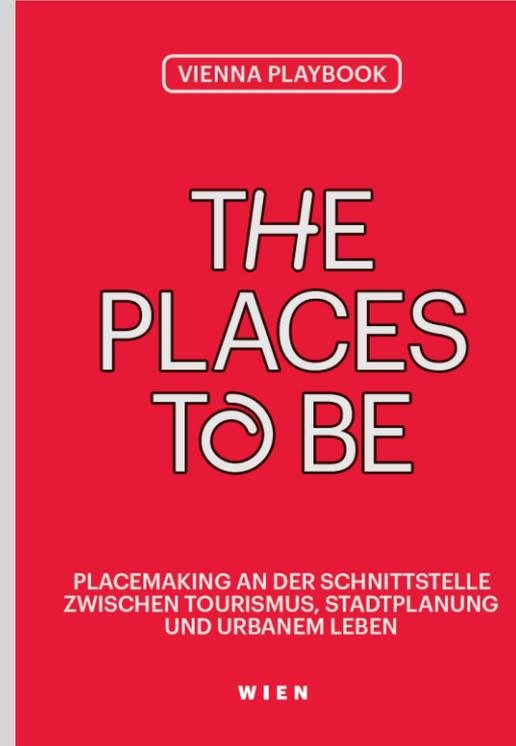
ACCESSIBILITY

SUSTAINABLE
BUSINESSES

ACTION PROGRAM: PLACEMAKING

VIENNA PLAYBOOK – THE PLACES TO BE

- A guideline that creates places that work for all
- Adding a visitor economy perspective to urban planning processes
- Demonstrating how tourism contributes to quality of life in the city
- Impulse for a global debate on liveability and sustainability



What makes a great place?

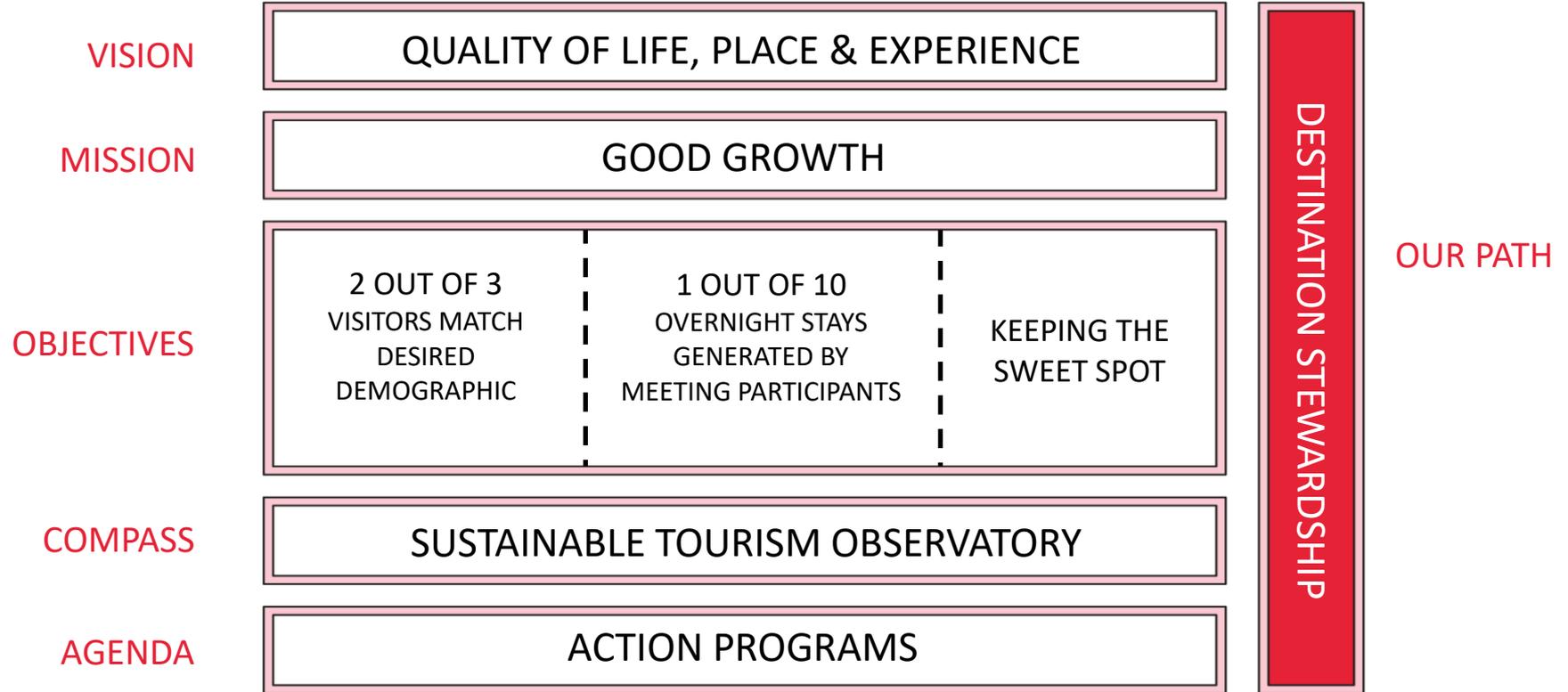
TWELVE PRINCIPLES



- 1 STRATEGIC ALIGNMENT BETWEEN TOURISM AND URBAN DEVELOPMENT
- 2 COLLABORATIVE GOVERNANCE: GET EVERYONE ON BOARD
- 3 PLACE MANAGEMENT: CREATE LOCAL OWNERSHIP THROUGH CO-CREATION
- 4 USE PLACE-BASED DEVELOPMENT TO STRENGTHEN LOCAL IDENTITY
- 5 COMMUNICATE A SHARED PLACE NARRATIVE: AMPLIFY ON WHAT MAKES IT UNIQUE
- 6 EXPERIMENT AND EVOLVE: USE TACTICAL URBANISM TO UNLOCK POTENTIAL
- 7 DESIGN PUBLIC SPACES AS OPEN URBAN LIVING ROOMS
- 8 ACTIVATE GROUND FLOOR ZONES: ANIMATE THE STREET FROM WITHIN
- 9 INVEST IN SOCIAL INFRASTRUCTURE THAT BUILDS COMMUNITY
- 10 AIM FOR SUSTAINABILITY BY DESIGN
- 11 SET CLEAR RULES FOR HOUSING AND PUBLIC LIFE
- 12 MEASURE WHAT MATTERS FOR PLACES AND PEOPLE

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THE VIENNESE MODEL FOR GOOD GROWTH



Links

[Optimum Tourism – Vienna Visitor Economy Strategy – b2b.vienna.info](https://b2b.vienna.info)
[Placemaking – The Vienna Playbook – b2b.vienna.info](https://b2b.vienna.info)

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