

MEMBER STATES' ANNUAL TOURISM REPORTING TEMPLATE

Article 3 of Council Decision 86/664/EEC¹ of 22 December 1986 establishing a consultation and cooperation procedure in the field of tourism stipulates that:

"...each Member State shall send the Commission, once a year, a report on the most significant measures it has taken and, as far as possible, on measures it is considering taking in the provision of services for tourists which could have consequences for travellers from the other Member States. The Commission shall inform the other Member States thereof".

The following reporting form aims at facilitating compliance with this Council Decision.

SECTION 1 TOURISM ORGANISATION AND GOVERNANCE

This section is aimed at reporting on the following:

- **Administrative organisation**
- **Territorial organisation**
- **Organisation and links between the national tourism authority and the provinces / regions**
- **Organisation and links between the national tourism authority and industry associations, stakeholders and customers**

1.1. Please provide a short description of the administrative and territorial organisation of public bodies responsible for tourism, indicating the relationship and cooperation between national, regional and local bodies of the core responsibilities and competences of each department (Max. 3000 characters)

According to the Austrian Federal Constitution, the nine Länder (federal states) have the legislative and executive competencies for tourism affairs. Nevertheless, as tourism is a typical cross-cutting sector, both federal and European legislative acts apply.

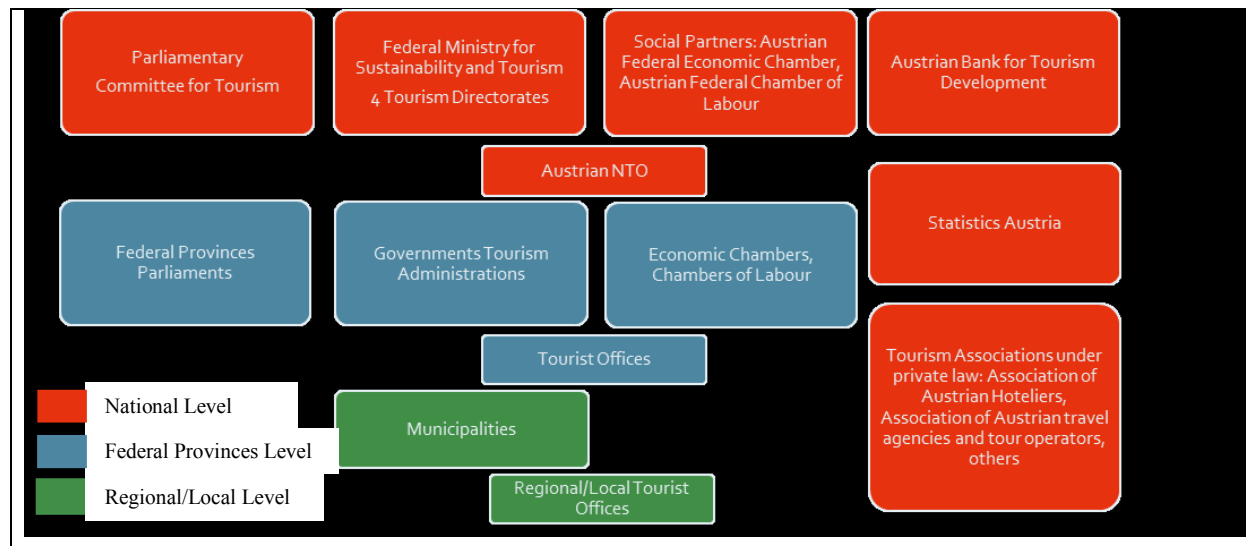
At the national level, since January 2018 tourism policy is in the responsibility of the Federal Ministry for Sustainability and Tourism. Moreover, there is a Parliamentary Committee for Tourism established within the Austrian Parliament. Synergies between the national regional level continue to be strengthened.

The Austrian National Tourist Office (ANTO or "Österreich Werbung") is the country's national tourism marketing organisation. It is funded by the Ministry (75%) and the Austrian Federal Economic Chamber (25%). The ANTO co-operates closely with the Austrian tourism sector (e.g. tourist boards of the Länder, destinations and tourism businesses) for marketing

¹ <http://eur-lex.europa.eu/Notice.do?val=123070%3Acs&lang=en&list=123070%3Acs%2C&pos=1&page=1&nbl=1&pgs=10&hwords=>

services. The core competences of the ANTO are market research, brand management, innovative marketing, both domestic and international, and tourism networking and information brokering. In its international strategy, it focuses on increasing Austria's market share in the most promising international markets.

1.2. Please provide an **organisation chart** reflecting the above described administrative and territorial organisation.



1.3. Please list and describe briefly the **relationship and main areas of cooperation between national/regional public tourism bodies and the most significant / active private organisations / stakeholders / industry associations / unions / consumer organisations.** (Max. 1500 characters)

Co-operation with other ministries, departments, institutions and the tourism industry is organised for specific topics either long term via permanent working groups or round tables (e.g. sustainable mobility, visa, tourism ethics, bike tourism), or on a case-by-case basis (e.g. development of Plan T – Masterplan for Tourism, new funding schemes, new legislation affecting tourism).

The Ministry is cooperating

- with the Länder in a Steering Group for Tourism
- with the Austrian Economic Chamber in financing and supervising ANTO
- with ANTO in tourism marketing activities
- with the Austrian Bank for Tourism Development (ÖHT) in funding tourism-related projects
- with all social partners on questions of business related issues within the general tourism policy and horizontal issues of tourism development (e.g. in carrying out specific initiatives in tourism education and training, barrier-free activities, mobility issues)
- with the Austrian Federal Ministry for Transport, Innovation and Technology in the field of sustainable tourism mobility, with the Austrian Federal Ministry for Digital

and Economic Affairs in the field of digitalization, innovation and vocational training in tourism or with the Federal Chancellery (Family and Youth) in the field of ethics in tourism.

- ...

Other significant stakeholders that are involved are the tourism marketing organizations of the Länder, the Austrian Hotel Association (ÖHV) and the Austrian Tour Operators Association (ÖRV). Further stakeholders are consulted according to specific topics.

1.4. What is the existing national/regional specific legislation on tourism? (Max. 500 characters)

National level:

- Commercial law
- Competition law
- Labour legislation (Tourism is one of the few sectors for which numerous special arrangements exist within the legal protection regulations for employees): Working Time Act, Working Rest Act, Children and Youth Employment Act, Maternity Protection Act
- Internal security
- Fiscal system
- Partly: environmental laws*
- Tourism funding*
- Tourism statistics*: National regulation on tourism statistics based on the EU directive
- International agreements of tourism-related matters*

**Responsibility: the Ministry*

Links: The legal information system of the Republic of Austria ([RIS](#)) and [BMNT](#)

Länder level:

- Tourism laws and regulations
- Partly: environmental laws and regulations
- Regional/spatial planning
- Infrastructural issues
- Tourism funding at the Länder level

SECTION 2 - MEMBER STATE ECONOMIC DATA AND TOURISM BUDGETS

This section is intended to provide an overview of the key statistical information about the general tourism economic environment of the Member States.

The statistical data provided in the tables below shall cover the year 2017 and, **if available**, 2018.

The data collected through these sections could also feed into the Virtual Tourism Observatory.

Please use the Excel templates provided below in order to facilitate coherence and comparability of the data.

Please note that you are only requested to fill in data that is available in your country. Please insert "N/A" for those that you are not able to provide.



Data Sheet MS
Annual Reports tem

SECTION 3 NATIONAL TOURISM POLICY AND STRATEGIES

This section aims at collecting information on the Member States general strategic vision as well as the specific objectives of their tourism policies.

3.1. Please provide information in bullet points on the key mission, main medium and long-term objectives and the main targets of your national tourism policy. (Max. 1500 characters)

The programme of work of the Austrian federal government sets main objectives with regard to the national tourism policy for the years 2017 to 2022. It particular focuses on:

- Better framework conditions and business environment, and on the positioning of Austria as a competitive tourism destination. This includes the reduction of the financial and administrative burden for the small-structured tourism industry, measures against the shortage of qualified labour, strengthening of the national brand, the internationalisation of markets, the continued financing of enterprises/SMEs via the Austrian Bank for Tourism Development, innovation and year-round tourism.
- Moreover, the federal government has developed the overall national tourism strategy “Plan T – Masterplan for Tourism” that was presented in March 2019. (see 3.2.)

3.2. Do you have a multi-annual national tourism strategy specific / relevant for tourism in place? If yes, please describe in bullet points the main medium and long-term objectives of the strategy as well as **who is responsible for its implementation. How is the implementation monitored and how often?** (Max. 2000 characters)

“Plan T – Master Plan for Tourism”

- In line with the work programme of the Austrian federal government, the Federal Ministry for Sustainability and Tourism has – in a broad participative process with all important stakeholders in Austria – developed a national tourism strategy in 2018/2019: “Plan T – Master Plan for Tourism”.
- The “Plan T” will be the basis of the tourism policy over the next years and lays down the guidelines for the further sustainable development of the tourism destination Austria and shall serve as a guide for political decisions at all levels as well as for the programming of the EU funds for the forthcoming financial period. It will be complemented by yearly action plans that lay out concrete measures and activities to

implement the “Plan T”.

- The “Plan T” is structured along three guiding objectives:
 - Thinking Tourism Anew
 - Further Developing the Leading Sector of the 21st century
 - Bundling Forces
- Each of these guiding objectives defines the main existing challenges and demonstrates ways to tackle these challenges. The key aspects are:
 - Designing tourism in a way that allows for the harmonious co-existence of both guests and the local population
 - Improving the dialogue and initiate stronger cooperation with Federal provinces, destinations, businesses and interest groups as well as with stakeholders from other sectors.
 - Using digital potentials, e.g. by supporting tourism businesses with the progressing digitalisation, by creating data alliances and by expanding e-government services.
 - Creating appropriate framework conditions for the tourism sector, e.g. in the field of taxation, business succession and sharing economy.
 - Optimizing the quality of training and better exploit the potential for intra-business measures to improve the attractiveness of working in the field of tourism.
 - Working towards more sustainability, e.g. by improving climate-friendly mobility and promoting further use of renewable electricity by the tourism businesses.
 - Intensifying cooperation between tourism and agriculture, including in the culinary sector.
 - Further developing tourism marketing, e.g. by rethinking destination management and optimising the use of new technologies.
 - Strengthening family-run and owner-managed enterprises by tailor-made financing and subsidy mechanisms as well as developing new financing mechanisms with a focus on equity.
 - Creating a future-oriented system of statistical indicators covering all three dimensions of sustainability.

4. TOURISM CHALLENGES, MEASURES AND INITIATIVES

This section aims at collecting information on the challenges the Member states and the tourism industry has to deal with as well as the measures put in place to tackle them.

4.1. Please identify the key challenges for the tourism sector in your country and indicate their importance /priority in the table below.

CHALLENGES	IMPORTANCE / PRIORITY
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	HIGH	MEDIUM	LOW
Diversification of the tourism offer		x	
Protection of the cultural heritage	x		
Protection of the natural heritage	x		
ICT and innovation, digitalisation	x		
Collaborative economy in the tourism sector	x		
Connectivity and transport	x		
Employment in tourism – improving the perception of the sector as a career opportunity	x		
Improving education and skills in tourism	x		
Combatting seasonality	x		
Demographic changes		x	
Improving accessibility of tourism		x	
Improving socio-economic data in tourism	x		
Economic crisis and recovery		x	
Improving investment in the sector	x		
Improving the sustainability of tourism offer	x		
Combatting climate change	x		
Improving the quality of tourism offer	x		
Developing responsible tourism practices		x	
Competition against other destinations		x	
Administrative / regulatory burden, bureaucracy, improvement of the business environment	x		
Other, please specify			

4.2. Please describe briefly the main measures in your country aimed at tackling the key high-priority challenges indicated above. (Max. 2000 characters)

Improving business environment, Investment, quality and innovation: One of the key priorities is to improve framework conditions for tourism businesses in Austria, in particular SMEs. Regarding financing, the Ministry continues the strong public-private partnership with the Austrian Bank for Tourism Development which administers SME funding programmes by means of subsidies, loans at reduced interest rates, subsidized interests and guarantees. The main objectives of these programmes are to encourage investment and innovation, to improve the quality and optimize the size of tourism enterprises and to encourage new business start-ups and cooperation. For example, the *Innovationsmillion* subsidy supports innovative flagship tourism projects based on stakeholder co-operation at the destination level and for which the Ministry, together with the European Union, provides EUR 1 million per year. Since 2016, the crowdfunding platform “we4tourism” provides access to alternative financing for tourism businesses. Additionally, the Ministry launched several initiatives in recent years to encourage tourism businesses to invest, including in rural areas. The Ministry is constantly

working towards an improvement of the use of the funding budgets, e.g. by adapting the funding directives in 2018. In the framework of the “Plan T” new thematic funding calls for pressing needs of the tourism sector will be elaborated. The bi-annual award, *Österreichischer Innovationspreis Tourismus*, is awarded in co-operation with the *Länder* to innovative best practices with a specific thematic focus (e.g. water, mobility).

Employment, education and training: Employment is an issue of high importance. Education and training have been identified as crucial for the success of Austrian tourism. The Ministry together with its partners has launched a number of initiatives to increase the attractiveness of jobs in tourism and to satisfy the high demand for skilled employees (e.g. career guidance at schools, competitions and awards).

Connectivity and transport: In order to deal with the challenges that the tourism sector is facing in terms of mobility e.g. more short term trips and capacity restrictions, particularly in sensitive areas such as the Alps, the Ministries responsible for tourism, the environment and transport have taken various initiatives including conferences and workshops and produced publications for stakeholders. The annual networking conference, Tourism Mobility Day, was organized for the first time in 2014. In 2018, the fifth edition of the Tourism Mobility Day was held in Graz on the issue of communication between sectors and with guests. In 2016, a destination manual for sustainable mobility was published.

Digitalisation: One of the key priorities for the Ministry is to support the adaption of the tourism sector to digitalisation and new technologies. The digitalisation strategy that was developed in 2017 and integrated in the new “Plan T” has led to several measures in recent years such as the funding of innovative “lighthouse projects” in tourism in 2017 with a total of one million Euro or the inclusion of digitalisation criteria in the Austrian Innovation Prize 2018. In the framework of “Plan T”, the Ministry dedicates 500,000 Euro to the establishment of a new innovation lab - “Next Level Tourism Austria” – at the ANTO which will create and implement together with the tourism sector innovative projects in the field of digitalisation.

Climate change: The Ministry has undertaken various initiatives e.g. promotion of sustainable, year-round quality-tourism, associated research, knowledge transfer and awareness raising on climate change and promotion of energy efficiency and sustainable mobility in tourism.. Since May 2019 there is a new digital version of the handbook "Energy efficiency measures for hotels and gastronomic businesses" (see: www.klimaaktiv.at/energiesparen/tourismus) The “Plan T” has a strong focus on climate- and environment-friendly measures, in particular with regard to energy efficiency and mobility.

SDGs: In January 2017, the start of the International Year of Sustainable Tourism for Development, the Ministry launched an [online information](#) on how Austrian tourism can help to achieve the SDGs. It includes comprehensive information on the 17 goals, with practical examples and expert statements, and was supported by a number of related events. Sustainable development is one of the key principles of the “Plan T”. Furthermore, preparations for the Voluntary National Review of Austria, planned for 2020, are ongoing.

4.3. Please identify if any of the above mentioned challenges relate to any legislative measures at EU level, and how. (Max. 1000 characters)

- Administrative/regulatory burden: There are increasing financial and administrative burdens and costs for SMEs in tourism mainly due to legislative changes in consumer protection law (e.g. Package Travel Directive, Food labelling, Accessibility requirements)

- Connectivity and transport: Connecting Europe (Regulation No 1315/2013 on Union guidelines for the development of the trans-European transport network and repealing Decision No 661/2010/EU), increasing the connectivity within Austria and with neighbouring countries.
- Climate change and tourism: Council Decision 2016/1841 of 5 October 2016 on the conclusion, on behalf of the European Union, of the Paris Agreement adopted under the United Nations Framework Convention on Climate Change.
- Improving education and skills in tourism & workforce mobility: New Skills Agenda for Europe (Communication No. 2016/0381), and more specifically the Blueprint for sectoral cooperation on skills in tourism.
- Regulation (EU) 2018/1240 of the European Parliament and of the Council of 12 September 2018 establishing a European Travel Information and Authorisation System (ETIAS) and amending Regulations (EU) No 1077/2011, (EU) No 515/2014, (EU) 2016/399, (EU) 2016/1624 and (EU) 2017/2226; Proposal for a Regulation of the European Parliament and of the Council amending Regulation (EC) No 810/2009 establishing a Community Code on Visas (Visa Code) (COM(2018) 252 final)

4.4. Please identify and describe any measures implemented in your country to increase tourism flows from other EU Member States and from third countries.
(Max. 1000 characters)

On behalf of the Ministry and the Austrian Economic Chambers, ANTO promotes Austria as a holiday destination in around 30 countries around the world. The nine Länder also maintain tourism-marketing organisations that are promoting the Länder as holiday destinations according to the objectives and priorities of the respective Land.

4.5. Please describe how promotional measures implemented in your country make use of / capitalise on the promotional campaigns carried out by the Commission (i.e. Ready for Europe, Europe. Wonder is all around, European Destinations of Excellence (EDEN), low-season tourism campaigns, etc.). (Max. 1000 characters)

- ANTO is member of ETC.
- Barrier-free travel has been well highlighted by the Austrian national tourism policy in the past years (Awards, Publications).
- Uptake of the stronger promotion of cycling tourism at EU-level in Austria: long-haul cycling trails and esp. EuroVelo routes have gained importance (e.g. acknowledging the positive effects of cycling tourism along the Danube, stronger focus on the implementation and promotion of other EuroVelo routes crossing Austria by regional bodies); cycling tourism supports the diversification of the tourism offer and combats seasonality as the season runs from April to October. Bicycle campaign with the Länder in 2019 by ANTO.
- Austria participates in the European cultural routes program - new routes with Austrian involvement have been certified by the Council of Europe in 2014: Via Habsburg and Réseau Art Nouveau Network.

Austria has participated in the EDEN project from the first edition in 2007 until the edition of 2015. It was implemented by the ANTO and the Ministry.

4.6. Please identify and describe any measures /actions in your country which contribute to maximising the potential of national policies for developing tourism (e.g. ensuring that tourism interests are taken into account in the development of other policies which may have impact on tourism). (Max.1000 characters)

- See above (labour market, transport/mobility, regulatory environment, etc.).
- In addition: Coordinating body on visa issues between the respective ministries, the ANTO and the tourism industry.

4.7. Please identify and describe any measures/actions in your country which contribute to maximising the potential of EU Funds, including Financial Instruments for developing tourism (e.g. information on main objectives, financing opportunities, training courses, etc.). (Max. 1000 characters)

- European Agricultural Fund for Rural Development - EAFRD
Upon agreement with the Managing Authority for implementing the rural development policy 2014 - 2020 in Austria, the Ministry (tourism department) has been granted the privilege and competence to administer money from the Rural Development Fund in order to promote small-scale rural tourism projects (investments in small tourism infrastructure and cooperation of small entrepreneurs) upon the condition to provide the necessary co-financing means.
- European Regional Development Fund ERDF
Again with regard to the financing period 2014 - 2020, structural funds (ERDF) are used in Austria to promote small-scale tourism investments on 2 axis: investment in growth and

employment (cohesion), and territorial cooperation (ETC). Since it is mostly the Länder in charge of the respective co-managing of the various operational programmes, the Ministry cannot directly access funds. However, the Ministry provides some co-financing for tourism projects upon consultation. The Austrian Bank for Tourism Development acts as an intermediary.

4.8 Please describe shortly which EU programmes are used the most frequently and for what purposes of tourism development in your country. (Max. 1000 characters)

See 4.7.

Sustainable and responsible tourism, whether talking about economic, social or environmental sustainability, is a broad concept and may be interpreted in various ways depending on the attributes of a Member State or region.

The following questions focus on sustainability and responsibility in tourism as described in the 2007 Commission Communication² on an agenda for sustainable and competitive European tourism.

4.9. Sustainable destination: What support is given to strengthen destination management at the national /regional/local level (e.g. supportive policy environment, knowledge networks, training programmes, technological support tools, financial support, promotional activities, etc.)? (Max. 1000 characters)

- In the framework of the Plan T, stronger coordination beyond destination borders and the creation of synergies shall contribute to successful destination management in the next years.
- The Länder support several initiatives for destination management (e.g. sustainability and innovation workshops).
- Provision of information about ETIS (including a specific folder).
- ANTO: information brokering (expert knowledge on trends, markets, product development); workshops for destinations.
- Initiatives to raise awareness concerning the need for more cooperation between the tourism and the transport sector to provide sustainable mobility as well as with regard to adaptation to climate change (e.g. workshops for tourism destinations, information brochures - see above).
- IYSTD: Trilateral event in 2017 on sustainable destinations involving politicians, destination managers and enterprises + [short publication](#) containing recommendations for decision-makers.

4.10. Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of tourism businesses (e.g. supportive policy environment, knowledge networks, orientation of business support services to sustainability, training, financial incentives, promotional activities, etc.)? (Max. 1000 characters)

- See: 4.2. (in particular strong public-private partnership with Austrian Bank for Tourism Development) as well as most measures listed above (e.g. 4.7.)

In addition:

- For the past years, sustainable tourism and the challenges of climate change have been a priority of the Ministry's tourism policy. In order to inform actors in the tourism industry about implications of climate change and possible response strategies, the Ministry

² http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index_en.htm

supports awareness raising and information measures in co-operation with other important stakeholders (e.g. publication of best practices, contact points and subsidies for the tourism industry as regards clean energy, water, construction and mobility). Furthermore, the Ministry has supported the national research programme on climate change and its effects (StartClim, Link: www.austroclim.at/startclim) since the start of programme in 2002, commissioning several studies on the effects of climate change on the tourism sector.

- In 2012, the Ministry published the study "[Impacts of Climate Change on Tourism in Austria 2030](#)". A practical short version of the study has helped the tourism sector with proposals to reduce CO₂ emissions and the presentation of good-practice examples.
- In order to raise awareness of tourism-enterprises with regard to energy efficiency and to support them in their efforts of saving energy, a new online edition of the handbook "Energy efficiency measures for hotels and gastronomic businesses" has been published in May 2019 (see 4.2)
- Sustainable Development Goals (SDGs): see 4.2.

4.11. Responsible tourism: What support is given to tourists and the tourism industry to promote their responsible practices and choices (e.g. awareness raising, sustainability in education, national marketing and media campaigns, promotion of certification schemes, etc.)? (Max. 1000 characters)

- see also 4.2. (in particular the information on SDGs)
- Austrian Eco-label by the Federal Ministry of Sustainability and Tourism: <http://www.umweltzeichen.at>; measures to even stronger establish the Austrian Eco-label in the future are envisaged.
- Sustainability is an issue in ANTO marketing campaigns and an integrated part of Austria's brand value as a tourism destination. However, there is no distinct target group marketing 'sustainability' as it is regarded as a horizontal issue.
- The Ministry has already set up several initiatives in order to disseminate the UNWTO Code of Ethics, e.g. target-group specific brochures of the Code of Ethics for all stakeholders in tourism.
- Awareness raising campaign 'Dont look away' together with Switzerland, Germany and other European countries against the sexual exploitation of children in Tourism. All key partners of the countries are cooperating in the initiative (public and private sector, NGOs). Since 2018, and with support from the Ministry, the NGO ECPAT Austria (End Child Prostitution, Child Pornography & Trafficking of Children for Sexual Purposes), together with ECPAT from four other countries, implements the EU project "*Alert Actors Report: A protective environment for children to live free from sexual exploitation in the travel/tourism/hospitality sector*".
- Other related studies and publications are available via <https://www.bmnt.gv.at/tourismus/tourismuspolitische-themen/nachhaltige->

[entwicklung.html](#)

4.12. Please describe maximum three of the most significant planned / future tourism measures (legislative or non-legislative) which envisage to impact travellers visiting your country from other Member States or from outside Europe. (Max. 1000 characters)

Besides the well-established mature markets, Austria puts increasing focus on developing promising foreign markets in Asia Pacific and Middle East (e.g. China, South Korea, Japan, Taiwan, India or Arab countries). ANTO is working on suitable tourism offers and common marketing campaigns for these markets. Visa-issues are of high importance in this context, consequently Austria has opened numerous visa application centres in the past few years in important foreign markets to facilitate travel to Austria (today 315 visa application centres worldwide compared to 95 in 2004).

5. ADDITIONAL INFORMATION

5.1. Please describe maximum 3 best practices of tourism measures implemented at national, regional or local level (any type of activity). (Max. 2000 characters)

- In March 2019, the Plan T – Master Plan for Tourism was presented and will be the basis of the tourism policy over the next years. It lays down the guidelines for the further sustainable development of the tourism destination Austria and shall serve as a guide for political decisions at all levels as well as for the programming of the EU funds for the forthcoming financial period (see also 3.2)
- Under the title “Designing Tourism for Quality of Life and Value Added” the 17th European Tourism Forum, that was held on 1 and 2 October 2018 in Vienna, addressed megatrends in tourism and discussed how policy makers and tourism stakeholders can respond to these challenges in their strategic planning. Several key conclusions emerged from the ETF, such as the importance of cooperation within and beyond the sector, of a shared vision and clear strategy for sustainable tourism and of adapting to new technologies and innovation.
- One of the key priorities is to improve framework conditions for tourism businesses in Austria, in particular SMEs. In this regard, the VAT rate was reduced from 13% to 10% and the requirements to receive a business premises permit was significantly simplified for small businesses. Further initiatives are foreseen in the “Plan T”, e.g. the facilitation of handing over tourism businesses from one generation to another.

5.2. Please describe, in a concise manner, in your view, what policy developments / actions / activities would you expect from the Commission's tourism team that would serve better (than the current ones) the EU Member States and the industry. (Max. 2000 characters)

- Follow-up horizontal issues - better integration of tourism into the Commission's various policies: coordinate tourism issues concerned, with the aim of ensuring that the interests and needs of tourism are fully taken into account when formulating and implementing policies and legislation in particular with a view to support tourism projects and reduce regulatory and administrative burden.

- Create a knowledge base for tourism and a one-stop-shop for information; provide analysis of relevant EU-wide tourism issues.

THANK YOU