



EUROPÄISCHE UNION

Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums:
Hier investiert Europa in die ländlichen Gebiete



SUPPORT OF INNOVATIVE TOURISM PROJECTS IN AUSTRIA

Smart Rural Business Seminar
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Federal Ministry of Science, Research and Economy

- Tourism in Austria
- Concept of „Flagship projects“
- 2017: Call on „Digitisation in tourism“
- Funding process
- Impact & Challenges
- Best-practice examples

Some key findings for 2016

- Arrivals: +5,2% (41,5 Mio.)
 - from abroad: +5,2% (28,1 Mio.)
- Overnights: +4,2% (140,8 Mio.)
 - from abroad: +4,1% (102,8 Mio.)
- Source markets (overnights):
 - Germany +4,9% to 52,6 Mio.
 - Austria (domestic) +4,4% to 38,0 Mio.
 - the Netherlands +3,6% to 9,5 Mio.
 - Switzerland +3,4% to 5,1 Mio.
 - UK +4,3% to 3,7 Mio.
 - Italy -1,8% to 2,9 Mio.
- Share GDP 2015: 8,8 % (incl. direct and indirect effects)

„Flagship projects“

www.bmwf.wg.at

What?

- Creative and innovative pilot projects in rural areas in the field of tourism

Who is eligible?

- Associations and businesses (SMEs)
- Individual projects and cooperation projects



Main features:

- Annual budget of € 1 Mio. (49,43% EAFRD - 50,57% national co-financing)
- Eligible costs between € 100,000,- and € 500,000,- per project
- Grants between 50% (single projects) and 70% (cooperation projects), max. grant of € 200,000,--
- Selection by an expert jury

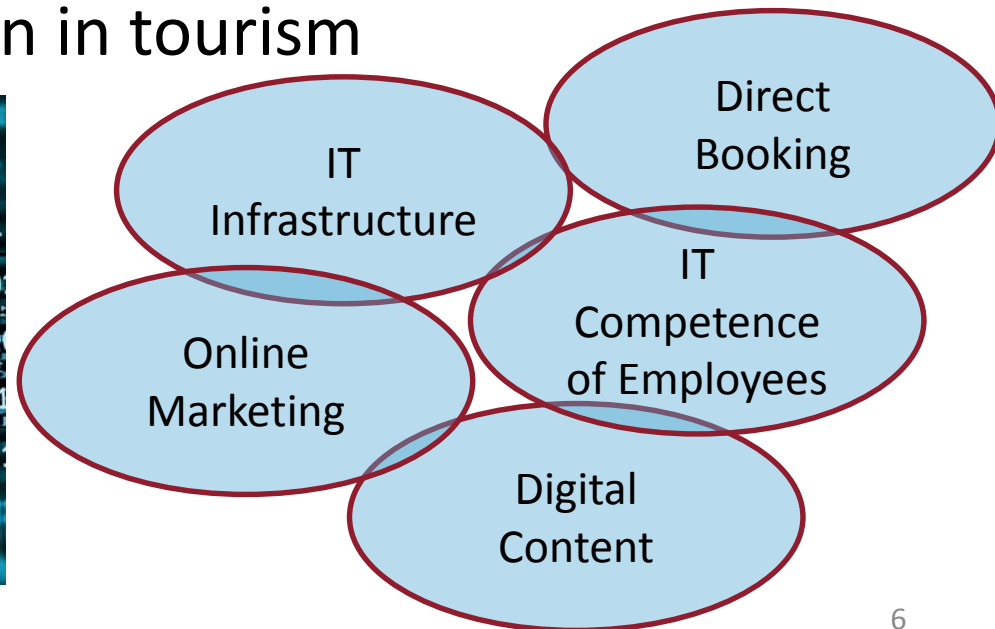
Legal basis:

- National directive: TOP-Tourism-Subsidy 2014-2020
- Austrian Rural Development Programme 2014-2020

Call 2017: „Digitisation“

www.bmwf.wg.at

- Survey among tourism businesses on challenges in the field of digitisation
- Submission deadline: 2 May 2017
- Aim: to support innovative projects addressing challenges of digitisation in tourism



- Procedure

- Submission of documents
- Assessment of formal criteria
- Substantial assessment by expert jury → criteria such as innovative content, scalability, linkage with other economic sectors, creation of added value, etc.
- Selection of best projects
- Conclusion of grant agreement



... assisted by the Austrian Bank for Tourism Development

- Impact:
 - Promotion of new and innovative tourism products as well as cooperation and networking among SME/stakeholders
 - Strengthen competitiveness of tourism businesses
 - Lasting effect on destination and/or region
- Challenges:
 - Wide range of submitted project proposals
 - Streamlining provisions of national directive and RDP
 - Thorough implementation of projects is required



Slow Food Travel Alpe Adria

www.bmwf.w.at

- Cooperation between small food manufacturers and tourism businesses
- Comprehensive manual with guidelines
- Culinary experiences for visitors



Wedding in Paradise

www.bmwf.wg.at

- Cooperation project in Burgenland
- Bringing together specific wedding-related services
- Creation of “wedding packages“





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THANK YOU FOR YOUR ATTENTION!

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Further information:

<https://www.en.bmwfw.gv.at/Tourism/Seiten/Subsidies.aspx>