



AUSTRIA: HOFBURG VIENNA BEATS THE CRISIS

HOFBURG Vienna hosted 345 events and over 325,000 visitors in 2010 as it confounded the economic crisis. Demand for banquets and gala evenings was also flying high. The year ahead will be shaped by an increased number of ball events and international medical and political conferences, with added value for Vienna forecast at EUR 190 million in 2011.

Excellent performance in 2010

The results for the financial year just ended were outstanding. The Hofburg hosted 40 conferences in 2010, attracting some 16,000 delegates to Vienna. "This event segment alone generated 35,000 to 40,000 bednights in the city," notes Managing Director Renate Danler. And on top of

this came a further 220 meetings of the Hofburg-based Organisation for Security and Cooperation in Europe (OSCE), which brought an additional 65,000 delegates to the Austrian capital. The gala evenings and banquet segments resonated particularly well with customers, and corporate business expanded once again.

Overall the HOFBURG Vienna posted revenue of EUR 10 million (not including catering turnover) and an added value of EUR 190 million to the Austrian economy. Event and visitor numbers were both up year on year. In 2010 some 345 events were hosted at the HOFBURG Vienna, up 13 percent on the previous year's total. The average daily visitor headcount of more than 890 exceed the 2009 total by 7 percent.

Bookings for 2011

More than 15 bookings for international meetings have already been confirmed. The 2011 conference year will get underway during the ball season with a special anniversary meeting of the International Union of Economists. Like

political events, medical conferences are in the ascendancy. The medical event calendar includes the International Congress on Prevention of Congenital Diseases from 12-14 May, which will also mark the centenary of the Vienna Department of Paediatrics and Adolescent Medicine (Kinderklinik Wien); the European Society for Animal Cell Technology Congress (ESACT) from 15-18 May; the joint annual meeting of the Austrian and German intensive care societies (ÖGIAM, DGIN); and the Austrian Ear, Nose and Throat congress from 14-17 September. In May and June the HOFBURG Vienna will provide the setting for a number of high-level political summits. The Romy Gala (16 April) and Una Notte Sportiva (23 September) are just two of the numerous gala evenings and banquets scheduled for the year ahead ■

