

Brand Handbook 2021

The “Holidays in Austria” Brand



Every
great
brand
always
requires
a great
emotion.

Britta Poetzsch,
Chief Creative Officer, Track

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Great
emotions
are the
greatest
mastery.
For brands.
And people.

Armin Jochum, Executive Board, thjnk AG



THE BRAND IS EVERYTHING



“Strong brands can meet the challenges of a constant and largely digital dialogue.”

Dr. Michael Scheuch,
Head of Brand Management,
Austrian National Tourist Office

Just between us: these are not the easiest of times for brand managers. For in this age of digital transformation, brand management is faced with completely new challenges: Search engines are specialised in autonomously searching the content of the WWW and automatically curating impressions and information about our destination. Holiday guests create and publish new content themselves, and in many channels, even we professionals are only able to provide impetuses and answers with regard to the brand we manage. In other words: we have become part of a constant and largely digital dialogue that today is conducted via an enormous variety of relevant communication canals.

But as the saying goes: every difficulty also contains an opportunity, because it is this relentless development that makes a sound and consistent brand management all the more important. In order to clearly set ourselves apart from the competition in the future as well, and to offer the guests of tomorrow a crucial decision-making aid, we must more than ever – and more profoundly than ever – examine questions regarding our identity and our own DNA: Which established, substantive strengths does our destination stand for? What distinguishes the destination; what makes it unique? And what characteristic sense of life awaits the guest there? The more complex and diffuse communication becomes due to digitalisation, the more grounded and consolidated the self-concept of the “Holidays in Austria” brand must be. Only in this way can our daily communication work succeed in evoking a vital, authentic, and at the same time brand-compliant image of our destination within the target group and giving it the right “spin” and emotional charge. This is a key competitive factor – today more than ever.



A brand
is just a
perception,
and perception
will match
reality over
time.

Elon Musk, innovator and entrepreneur



THE “HOLIDAYS IN AUSTRIA” BRAND

More than ever before, the success of destinations in the tourism sector is determined by strong brands. And with good reason: they fulfil the need for credible strengths, values that are lived by, trustworthiness, and orientation – a need that, especially in view of the wide variety of offers today, is steadily growing. But what is it that most binds people to a strong brand? The answer: trust and quality.

The “Holidays in Austria” brand is the best example of this: in a condensed form, it expresses the excellence of Austria as a holiday destination – an inspiring country that offers lasting experiences.

Thus, the brand appeals to the yearnings of precisely this modern, cosmopolitan, and successful target group that enjoys travelling and does it often. These people are offered orientation and security in making an important and highly emotional decision: where and how they will spend their next holidays.

The “Holidays in Austria” brand makes Austria’s highlights shine and offers the prospect of an unparalleled effect: holidays in Austria help to restore one’s resonance with the world and to (re)discover oneself in a lasting way. The reason: “Holidays in Austria” meet all the important requirements that enable travellers to fully enjoy the intense experience of liveliness, far away from the daily routine.

The “Holidays in Austria”
brand makes Austria’s
highlights shine.



THE BRAND CONCEPT

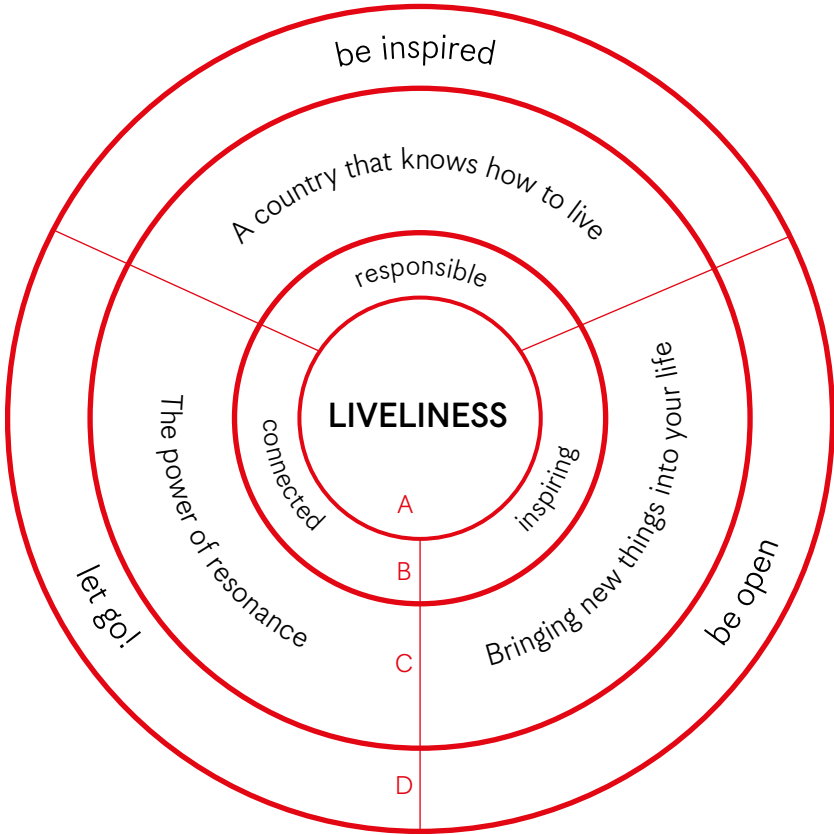
- A The brand core**

Liveliness
- B The brand values**

Responsible
Inspiring
Connected
- C The substories**

A country that knows how to live
Bringing new things into your life
The power of resonance
- D The impact patterns**

Be inspired
Be open
Let go!





THE NARRATIVE

The narrative and portrayal of the “Holidays in Austria” brand recognise the challenges in society. They communicate the courage and willingness to make a credible contribution to finding a solution. At the same time, the question of “Why spend my holidays in Austria” is answered. The narrative thus stands not only for a motivating future story; it also offers valuable guidance and provides a sense of purpose.

Feel the spark!

The individualisation, digitalisation, and rapid acceleration of our age have a significant impact. Although we are online, we are often increasingly disconnected from our environment, friends and family. And even more: we are frequently even alienated from ourselves. It is therefore no wonder that many people yearn to reshape the balance of their world. In our search for meaning, authentic encounters, and liveliness, we become travellers.

What is most needed to achieve this longed-for liveliness: a healthy balance between carefulness and lightness. Austria is the ideal place to celebrate this lightness of being: here, travellers can reconnect to themselves as they explore the world and their own talents with openness and curiosity.

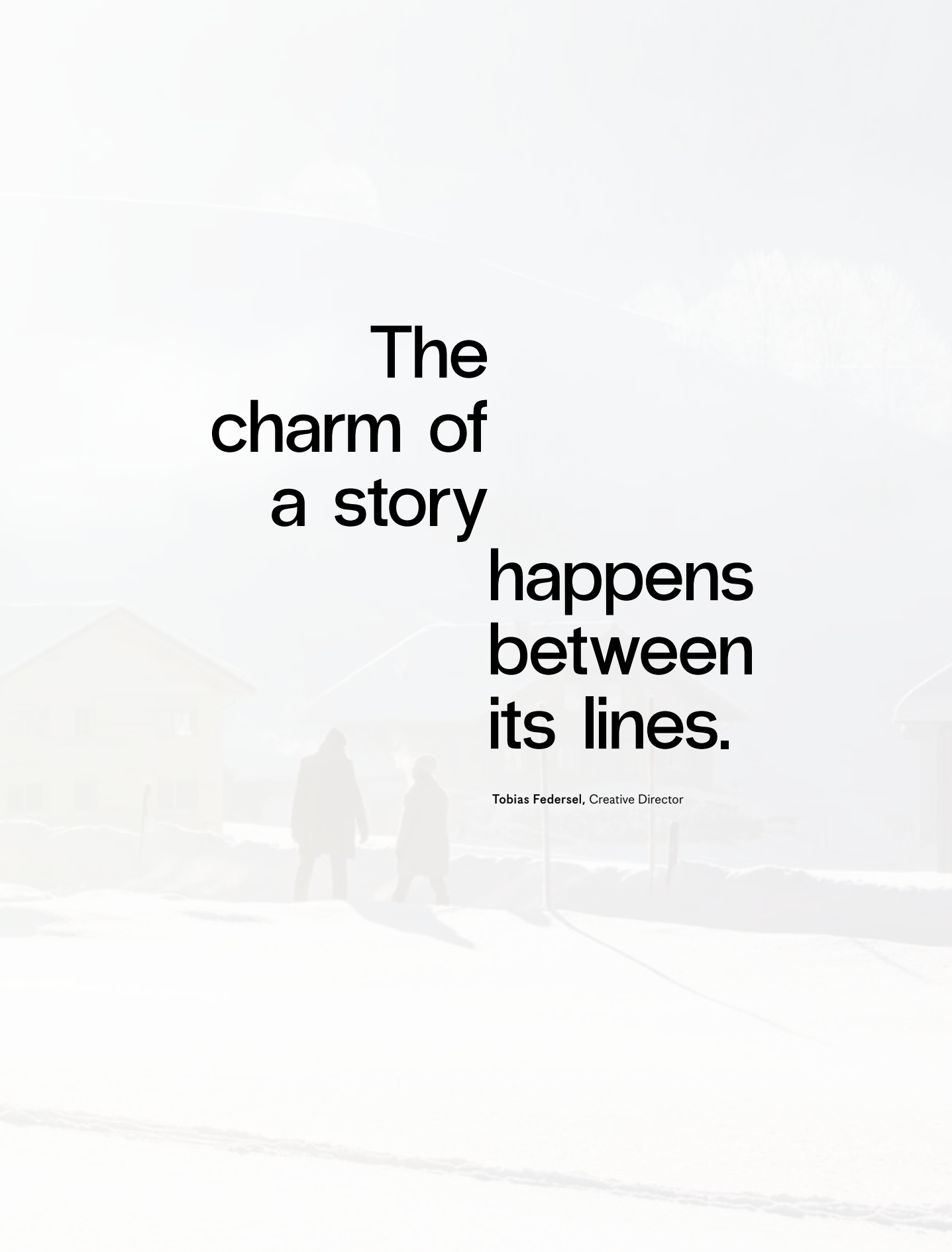
After all, so much is already written into the DNA of the country and its people: a rich cultural heritage, an openness rooted in a multicultural past, and a wonderful, inviting landscape. In this kind of environment, one can live life as it should be – and sense the longed-for liveliness. Feel the spark!

**Austria and
its people make
it possible.**



The
charm of
a story
happens
between
its lines.

Tobias Federsel, Creative Director





THE BRAND ESSENCE

The brand essence is the soul and substance of our brand. It stands for the consolidated promise to our potential guests and is simultaneously motivating and ground-breaking for the entire tourism industry. The “Holidays in Austria” brand offers the guest the prospect of an incomparable holiday effect: the feeling of regaining a resonance with one’s environment and oneself and deeply experiencing “liveliness”.

Liveliness

Why are we especially responsive to experiences that fill us with liveliness? Because they allow us to feel the heartbeat of the world. Just as there are places of longing, there are also conditions of longing. In these moments, our day-to-day cares and worries are swept away. Unburdened, we lose ourselves in the moment and enjoy the here and now; this can occur during a creative activity or an inspiring conversation, on a hike, or while attending a concert.

We allow ourselves to be touched and embraced; we feel protected and secure in life; we boldly try new things and exceed what we think is possible. In the process, we forget the cares of everyday life and gain a more intense sense of ourselves. In moments like these we happily adopt the country’s guide to happiness and feel particularly empowered through it.

**Feel the heartbeat
of the world.
Allow yourself
to be touched
and embraced.**



Strong brands

answer the
question of their
significance in
the life of the
target group

Michael Scheuch,
Head of Brand Management,
Austrian National Tourist Office

THE SUBSTORIES AND THEIR IMPACT PATTERNS



The substories link the brand essence of “liveliness” with Austria, so that the imbedded identity and competence strands typical for the country are recognised and experienced as such.

The substories not only reflect in a memorable way the strengths and distinctive features of Austria as a holiday destination but also provide valuable future ideas on how a holiday should look like.



Impact pattern:
Be inspired

Feeling lively means allowing nearness and being who you really are. If you open yourself up, you will in turn be rewarded with openness and genuine interest. This is how enriching encounters develop that are based on the desire for a personal exchange and for finding out something about the other person's life.

Austria's hosts make it easy for their guests to enter into a relationship with them, which makes them also "enablers of liveliness".

A COUNTRY
THAT KNOWS
HOW TO LIVE

Substory 1

PLEASURABLE LIFESTYLE

Especially when trying to keep up with the harried pace of daily life, the long-ing grows to turn back to the more pleasurable things in life. And what better place to do this than Austria – a land that knows how to live.

The relaxed and uncomplicated way of life of the people here stems from the country's eventful history – at the intersection between east, west, north, and south – its agreeable climate, and its fertile landscapes. Particularly characteristic for the people who live here are their warmth and love of life's pleasures, the affection with which they cultivate old traditions, and of course the frequently-cited "gemütlichkeit". The cares and concerns of everyday life are put into perspective, while the pleasant aspects of the here and now are savoured. In this way, a lifestyle of well-being has evolved: a perfect balance between casualness and carefulness. The latter is also evident in the Austrians' sensitive and responsible handling of their living environment, in the aesthetic cultural landscapes, and in the protection of the country's natural resources. This effort pays off, for it is the fertile nature that supplies both the locals and guests with high-quality foodstuffs – and this is good for everyone.

Well-being:
a perfect balance
between casualness
and carefulness.

TIME FOR NEARNESS

A land that has been welcoming guests for over 200 years knows what really matters: over generations, the Austrian hosts have sharpened their perception and through their experience and attentiveness are able to recognize the needs and desires of their guests. With great sensitivity, professionalism, and lightness, they address the wishes of their guests – without being intrusive. This warm and cordial attitude creates an atmosphere of trust in which one feels accepted and in good hands.

The sensitive, creative, and pleasure-filled atmosphere not only kindles one's curiosity; it also invites guests to engage in new experiences in a carefree manner and to enjoy life to the fullest. The host thus plays a significant role, one that helps make the most important time of the year also the most pleasurable one. After all, "Holidays in Austria" means immersing oneself in a vibrant world with inspiring relationships and products.



Impact pattern: Be open

When curiosity falls on fertile soil, the result is not only the desire to become creative oneself, but also an unconventional, imaginative, and out-of-the-box way of thinking. One achieves a flow state in which everything seems to simply work.

It is through finding out about and exploring the unfamiliar that we become aware of ourselves in a completely new way – a welcome challenge for the experience-hungry as well as those who wish to approach things more slowly.

BRINGING NEW THINGS INTO YOUR LIFE

Substory 2

THE CREATIVE SPIRIT

Virtually no other country in Europe has been shaped by cultural influences as much as Austria: a former heart of a large empire and from time immemorial a melting pot of widely diverse cultures of central, eastern and south-eastern Europe, this country has succeeded in fusing these manifold distinctive features and characteristics to make an unparalleled whole: German thoroughness and Slavic soulfulness paired with Hungarian, Bohemian, and Italian lifestyle and musicality. It is this very diversity that has made the people here so open to new things, and enabled all these influences to meld together to a creative synthesis – and it encouraged the development of so many magical and inspiring places of creativity which guests can still visit today. Particularly in view of the dark chapters of this country's history, this creative and cultural diversity is today one of its highest goods.

Austria has always, and without great conceit, placed great value on the productive power of creativity. To this day, masterpieces of world renown inspire not only all art forms but also areas such as medicine and psychology. Even trend-setting scenes, like that of start-ups, take frequently place in the creative field. Austrian artists, producers, chefs, and master craftspeople have for generations been creatively refining their production methods.

**"Man is only
fully human when
he plays."**

Friedrich Schiller,
poet and playwright

They gather inspiration in other countries and then return to their homeland to blend their newly-gained ideas with traditional methods in order to create something entirely new – always with sensitivity and skill.

THE CAREFREE ADVENTURE

The poet and playwright Friedrich Schiller once wrote: "Man is only fully human when he plays." And how right he was: it is not only creativity that helps to rediscover oneself and liveliness, but also spontaneous and light-hearted activities – for which Austria offers plenty of inspiration. It inevitably goes hand in hand with an openness towards new adventures and the delight in trying things for the first time and pushing one's limits.

All of this can be experienced in Austria: here, you have the time, space and all the support necessary to reignite the spark of your curiosity and introduce new experiences into your life in an active and unbiased manner. For Austria represents not only a playground for the carefree child in us but also a safe and secure place where the unknown can be boldly discovered, tried out, and greeted with pleasure.



Impact pattern:
Let go!

Many travellers yearn to restore their inner balance – be it in the company of others or alone. For if you are at peace with yourself, you don't experience being alone as loneliness. To the contrary: it is even empowering – you are finally completely one with yourself again. Austria's hosts support this search for serenity and tranquillity with a great deal of understanding, attention, and warmth. And the pristine natural spaces that many travellers previously knew only from their screen saver serve as the perfect stage.

THE
POWER OF
RESONANCE

Substory 3

THE VALUE OF ME-TIME

When, despite the hectic pace of everyday life, you succeed in sensing your own needs again, in trusting in your emotions and thoughts, and in becoming completely one with yourself, this is an expression of liveliness. And it will work out best when retreating to a place where there is more than simply an either-or: a place where a certain serenity can develop. This can happen in very different ways. Some guests arrive ready and eager for action, while others very cautiously seek new sources of energy.

Austria, with its passionate inhabitants and inspiring cultural landscapes, provides the ideal space for both types. Here, you can sense life again in your own rhythm and focus very calmly on the here and now. In these moments, which reveal the very essence of things, you experience a certain connectedness to the world and, as a result, a wonderful feeling of aliveness. A crucial prerequisite for the guests to be able to arrive in themselves in this way is the host, who responds to the needs of the guests in a flexible manner and creates a relaxed atmosphere full of lightness.

Being completely
at one with yourself
and the world: this
is an expression
of liveliness.

NATURE AS A RESONANCE
CHAMBER

Nothing relaxes us humans as reliably as nature. It opens spaces to us for reflection and regeneration and is – along with intensive encounters and shared experiences – the most important basis for getting back into harmony with ourselves and the world. Austria's fertile natural landscapes are particularly suitable as places of retreat and relaxation: The quiet mountains, refreshing forests, and innumerable bodies of crystal-clear water represent a harmonious alternate world to counter our demanding everyday life. The natural colours blue and green have a soothing effect on our soul while also activating our spirit.

The moderate climate throughout the year and the many natural energy sources – like thundering waterfalls, flowering Alpine pastures, and fresh mountain air – promote health. At these energising spots in the middle of nature you rediscover the feeling of lightness, gather new strength, and achieve a resonance with yourself and your surroundings. And quite unnoticeably the unburdening environment also helps clear our head and promotes a pleasant feeling of self-determination and autonomy.



**Every
strong
brand
system**

**needs
clear and
identity-
generating
values.**

Natascha Siegl,
Team Leader, Brand Communication,
Austrian National Tourist Office



THE BRAND VALUES

The "Holidays in Austria" brand stands for clear values that reflect the unique character of our holiday destination and are particularly attractive for our guests. They, in turn, provide us hosts with a point of orientation.

Responsibility

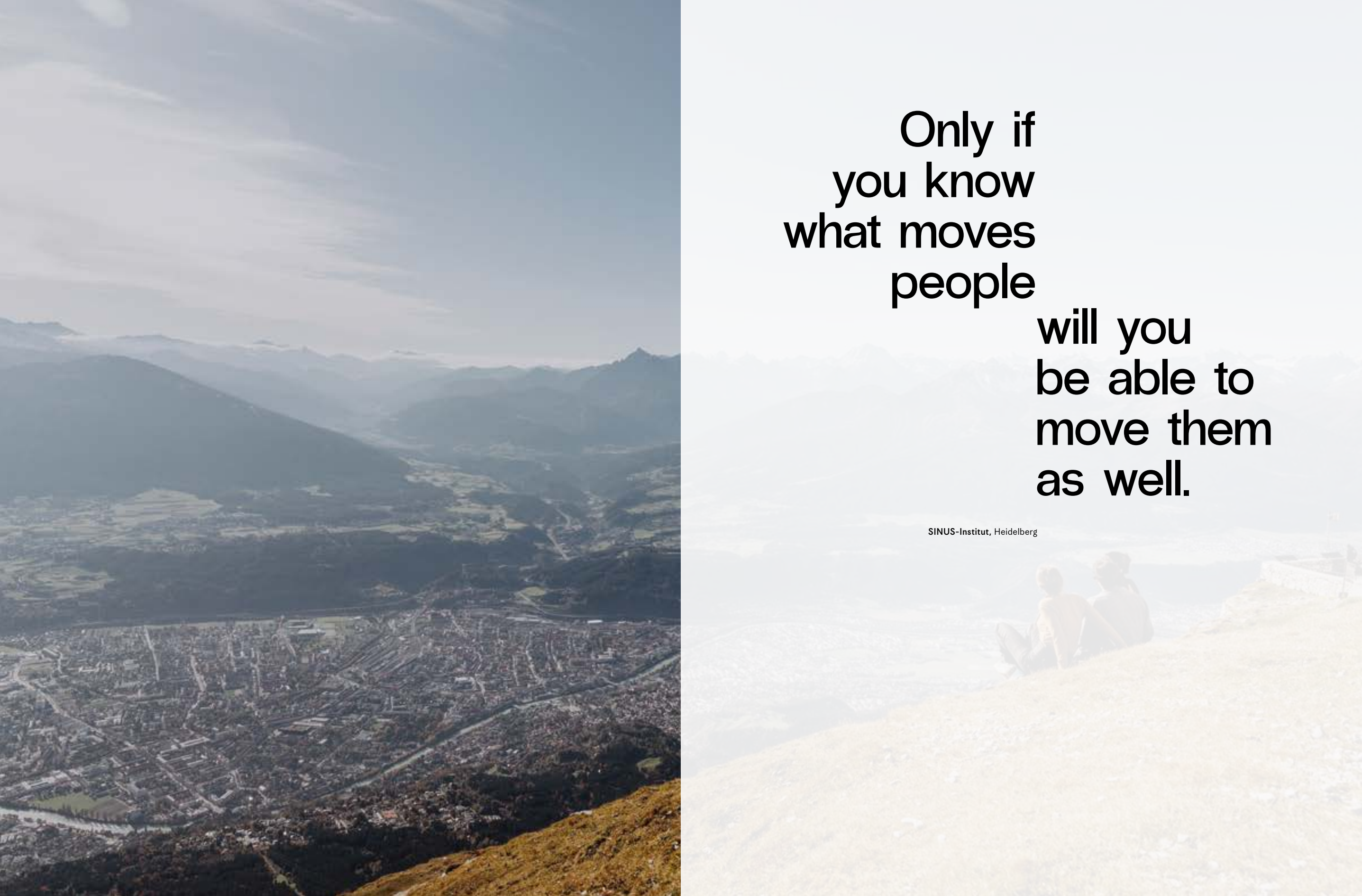
The responsible and sensitive handling of our living environment as well as the protection of natural resources have long been important features of this country and at the same time represent one of the most relevant mandates for the future. Simultaneously, Austria stands for a responsible balance between economy and ecology. But the attentive and affectionate accompaniment of travellers in their experiences during their holidays in Austria is also done conscientiously and with great foresight.

Inspiration

Combining the old with the new has a long tradition in Austria and is one of its core values. For generations this country has inspired countless people with its wealth of ideas, and introduced new, beautiful, and surprising elements to every area of life. And along with them, all of a sudden, some refreshing changes in perspective are likely to occur.

Connectedness

It is a particular strength of Austria that its people feel so closely connected to their country's culture and its natural spaces. They revere what is genuine, what has developed organically, and thus take special care in how they treat their valuable habitat. In addition, they also enable their guests to draw inspiration from this wonderful environment by creating a feeling of belonging, making it easy for them to approach and explore the country at their own pace and to recharge their batteries.



Only if
you know
what moves
people
will you
be able to
move them
as well.

SINUS-Institut, Heidelberg

THE TARGET GROUP

One of the most important questions for the successful management of the "Holidays in Austria" brand is, not surprisingly: "Who exactly are the people we want to address?" How do they live, what do they enjoy, and what do they rather dislike? What is important in their everyday lives and what do they prefer when planning and spending their holidays?

The target-group positioning of the "Holidays in Austria" brand is based on lifestyle segmentation methods known as Sinus-Meta-Milieus®. These models describe social groups classified according to similar attitudes toward life and similar lifestyles.

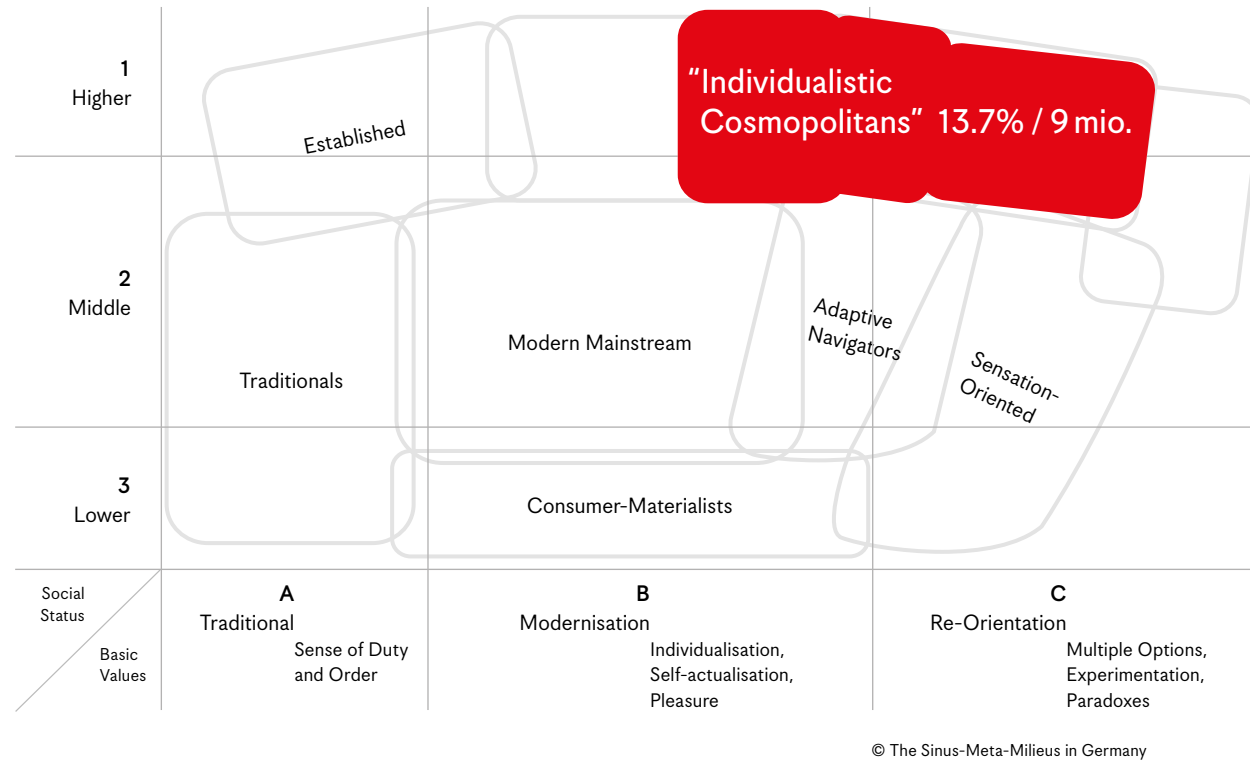
Certain values that guide people are as much a part of the segmentation as their attitude toward important topics such as work, family, money, and consumption.

Based on this segmentation, the "Individualistic Cosmopolitans" have been defined as a target group of the "Holidays in Austria" brand. This cosmopolitan, individualistic elite is seen as a key target group that also serves as a role model for other people.

The guiding theme
of our target group:

"Life and the world
have so much pleasure
to offer."





**“Individualistic
Cosmopolitans”
are life-affirming,
confident, and in
search of new
experiences.**

THE TARGET GROUP

Values, social situation,
and travel behaviour



- Individuality and freedom as core values
- Self-confident, digitally savvy, and trend-oriented
- Critical, with a reality-based, adaptive attitude
- Keen interest in diversity and in the good things in life (art, culture, aesthetics, sport)
- Pleasure-loving (fine food and drink)
- Active participation in social life and cultural events
- No mainstream taste, no mass consumption



- Between 30 and 55 years old
- Younger members of the target group are often singles
They frequently do not (yet) have children
- Older people in the target group frequently live in a relationship or are married. They live with children (rarely small children) and adolescents in a joint household or already have adult children
- High level of education
- Above average income



- High travel frequency
- Frequently two trips per year
- Longer holiday trips as well as short trips and visits to cities

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