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**"Smart Tourism: Learnings from the Linz Experience" - Joint All Ireland Smart Cities Forum & Advantage Austria Webinar**

Prof. Georg Steiner, Director of the Tourism Board Linz  
26th of November 2020

Unglaublich gegenwärtig, Oberösterreich

#visitlinz

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## Prof. Georg Steiner

1982 to 1990 Managing Director of the Passau Tourist Office  
1990 to 1999 Authorized signatory of Donauschiffahrt Wurm + Köck  
1999 to 2007 Managing Director of the East Bavarian Tourism Association  
Since April 1, 2007 Tourism Director of the Upper Austrian capital Linz



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## Best wishes from Linz on the Danube Greetings from Austria



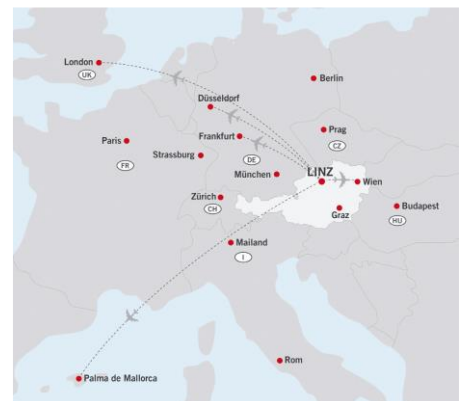
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## LINZ on the Danube

- Linz is the third largest city in Austria with about 200,000 inhabitants
- Linz recorded almost one million overnight stays in 2010
- Linz is one of the centers of the Danube cruise - about 2,000 passenger ships dock annually
- Linz is a traditional industrial city - headquarter of voestalpine steelproduction.
- Linz is an attractive cultural city with numerous museums, a concert hall with 1,400 seats (Brucknerhaus), the most modern music theater in Europe with 1,200 seats (opened in 2014)



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## Linz was European Capital of Culture in 2009 - this spirit continues

- Linz is a UNESCO City of Media Arts since 2014
- Linz won 2019 in the context of the first-time award of the title "European Capital of smart tourism" the Award in the submission category "Cultural Heritage & Creativity"
- With the Ars Electronica Museum and the Ars Electronica Festival, Linz has the world's leading event in the field of media art [www.cityofmediaarts.at](http://www.cityofmediaarts.at)



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# What does smart tourism really mean?

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## A look at the previous criteria:



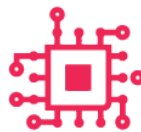
### SUSTAINABILITY

Accessibility does not only entail being a barrier-free destination, it also encompasses services that are multilingual and, for example, digitally available to all travelers or visitors – regardless of age, cultural background or any physical disability.



### ACCESSIBILITY

Being sustainable does not only mean to manage and protect your natural resources as a city, but to reduce seasonality and include the local community.



### DIGITALISATION

A digital city uses digital technologies to enhance all aspects of the tourism experience, as well as to help local businesses to grow.



### CULTURAL HERITAGE & CREATIVITY

The focus on cultural heritage and creativity means to protect and capitalise on the local heritage as well as cultural and creative assets for the benefit of the destination, the industry and tourists.

<https://smarttourismcapital.eu/>

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# Will the 4 criteria of a smart city be redefined?



### SUSTAINABILITY



### ACCESSIBILITY



### DIGITALISATION



### CULTURAL HERITAGE & CREATIVITY

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# Smart Tourism: Perspectives and theses for criteria also according to Corona

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## 1. Individualisation of mass tourism

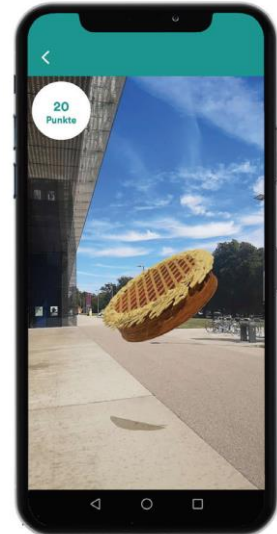
What instruments are used and what products are there to defuse tourism as a "mass phenomenon"?



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## Linz and smart tourism – an exemple

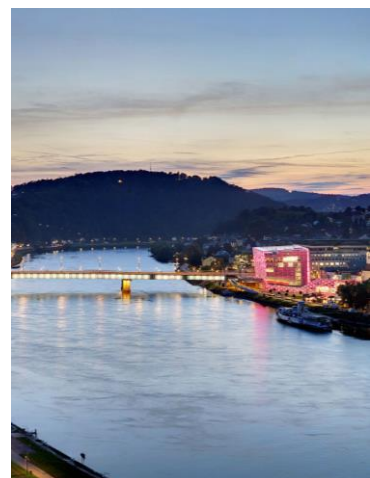
- The visit Linz App has a gaming-area to experience the city playful. An augmented reality-mode makes collecting the Linz-cakes a fun expericence. (like catching pokemons) Collecting points and spending them like real money in restaurants or shops brings frequency in shops and restaurants and enables the user to explore the city individually. Available is German and English. Download for iOS and android [www.linztourismus.at/app](http://www.linztourismus.at/app)
- Also known as smart: Austrian charme 😊



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## 2. Sustainability in the 21<sup>st</sup> century

- Climate protection through: good accessibility by public transport, Green-meeting activities
- Avoidance of overloading - we promote offers in the congress area in seasonally weak times. The philosophy is not centralization to a few hotspots, but decentralized attractions spread over the city



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### 3. Networking

- The cooperation between the different sectors such as gastronomy, hotels, shops, but also culture, science, trade/industry is important.
- Tourism has to contribute more to the capitalization of existing potentials
- The destination has to cooperate in networks, tourist routes, European Union projects, joint developments with other destinations in Europe and the world.



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### 3. Networking –Exempels from LINZ

- Linz Tech-Week - Integration of different sectors, out of the black-box eg. [www.travelculture.at](http://www.travelculture.at)
- Development of a digital portal “LINZ LIFE” as basis for culture, shopping and economy to deliver all digital formats of the Linz in the users homes in the form of experience and inspiration.



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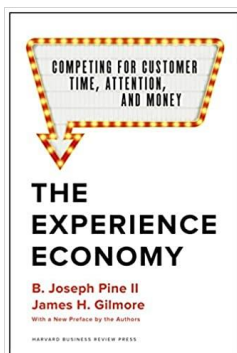
## 4. Innovation

- Research & Development: new tourism products, experiences
- Pilot projects and best practices for tourism:
  - Better and cheaper bookability [www.cube-tech.ai](http://www.cube-tech.ai) instead of monopoly-like portals like booking.com
  - Development of hybrid-meetings [www.weframe.com](http://www.weframe.com)

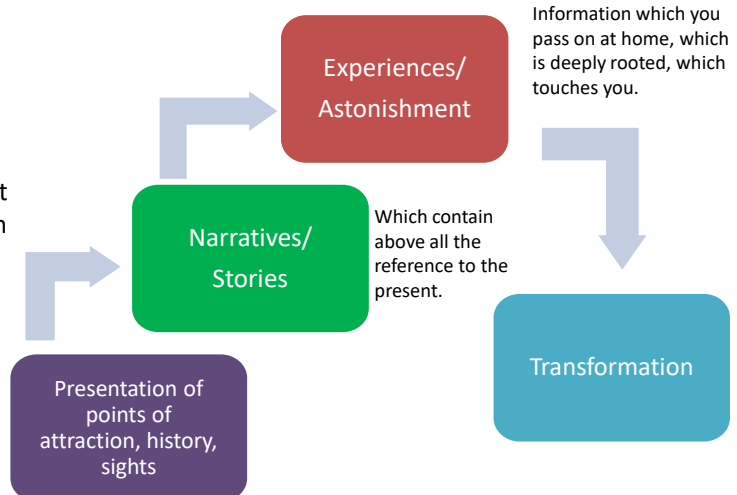


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## From listing ... to story telling of experiences



A program is not automatically an experience!



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Annual focus "People"  
 "The people and not the  
 houses are the city" (Pericles)  
 From visiting to meeting!

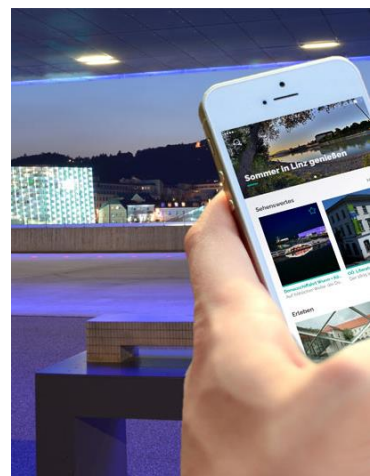
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## 5. Connectivity

- Information and communication technologies at local and national level are networked in such a way that a customer/benefit-oriented exchange can take place in real time.
- Internet of things/Big data: Big data and IOT can be used for tourism.
  - Tourdata [www.tourdata.at](http://www.tourdata.at)
  - Open Commons City Linz [opencommons.linz.at/](http://opencommons.linz.at/)



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## 6. Structures of tourism offers

- Tourism offers such as shops, gastronomy, hotels
- Regional products and regional entrepreneurs play a big role.

Example:

Culinary Strategy for Upper Austria – to strengthen the regional share.



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## Authentic presentation and narration of the city instead of kitsch and clichés

- Pictures , Videos
- Guided Tours
- Online-presentation, Story telling  
([www.visitlinz.at](http://www.visitlinz.at), [www.facebook.com/visitlinz](https://www.facebook.com/visitlinz),  
[www.youtube.com/VisitLinz](https://www.youtube.com/VisitLinz) )



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## „Visitor Economy“

Means: Developing a prospering destination sustainably and active to maintain and increase the value. Be careful with the city to create added value for all.

View also: [www.shaping.wien.info](http://www.shaping.wien.info)

Linz also follows this path – not only since covid19-pandemic has started, but for many years this has been a topic.

The European Capital of Culture 2009 provided decisive impulses for this, which were then consistently pursued by tourism.



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## From smart tourism to the future of destination management

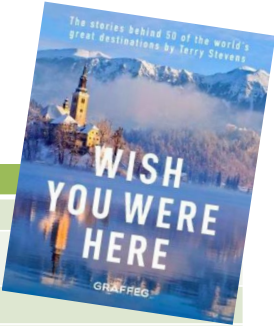


Source: UNWTO City Tourism Performance Research, Case Study Linz, Prof. Terry Stevens Februar 2018

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Performance measurement tools

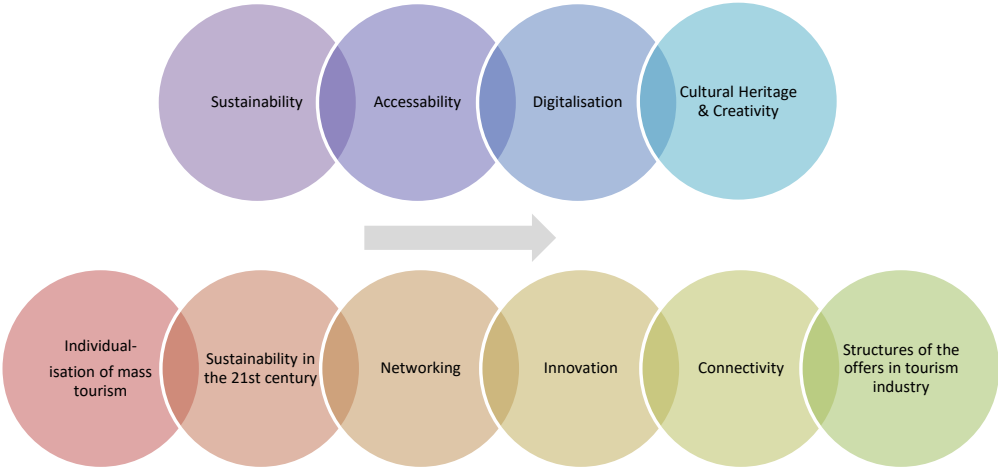
Performance measurement tools
The number of new, innovative products brought to market.
The number/percentage of front line hospitality staff benefiting from training and other means of developing person-to-person relationships.
Innovative measures to track changing attitudes of residents and visitors.
The level and depth of involvement of the creative sectors in tourism.
Metrics associated with social media activity and the role of big data analysis linked directly to marketing strategy and action plans.
The quality of the tourist/guest experience.
The quality of life for its citizens/hosts.
The quality of interactions and relationships between guest and host.



Source: UNWTO City Tourism Performance Research, Case Study Linz, Prof. Terry Stevens Februar 2018

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Extension / new content for the criteria



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## Final thoughts

A new definition of the industry and the term tourism - from tourism to **futourism**?

- What is the term for the phenomenon "tourism" in the 21<sup>st</sup> century?
- But who still wants to be a "tourist"? What new terms are there?



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## Title European Capital of Smart Tourism as driver for changes in tourism

### But: smart is more than digitization

Food for thought for the further development of the title European Capital of Smart Tourism which needs to be discussed further.

If further developed, the title European Capital of Smart Tourism can be a starting point of a changing process in tourism.

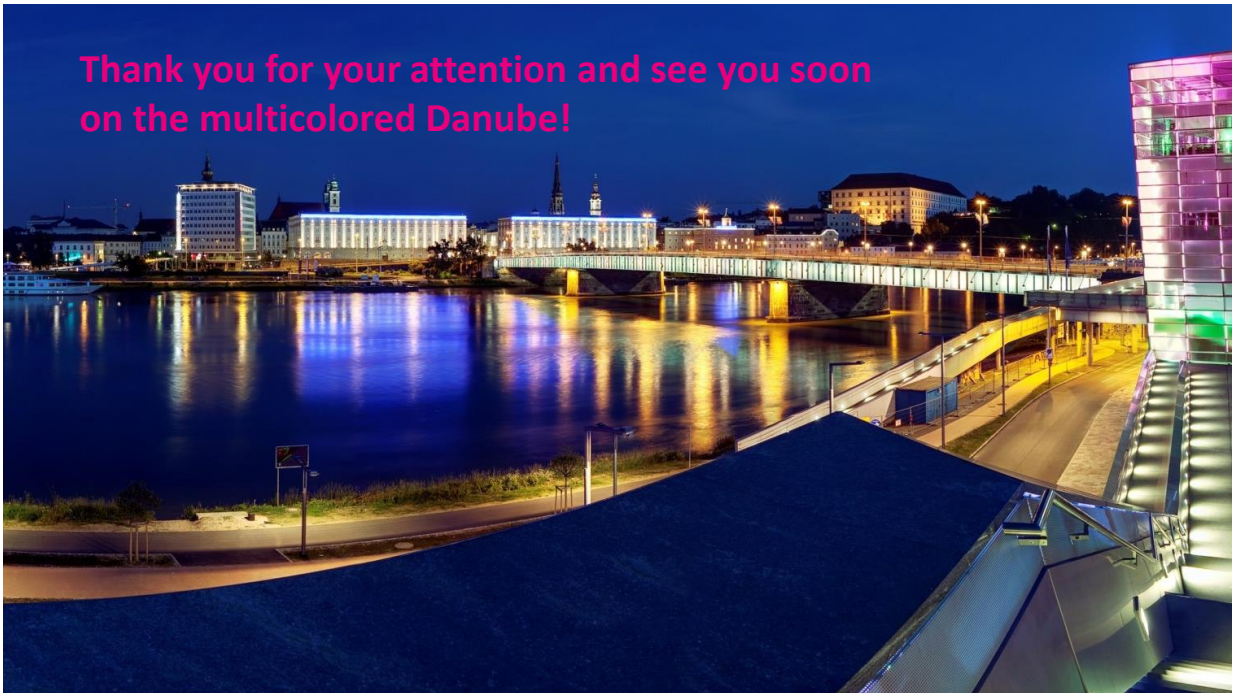


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The slogan of Linz is  
**Linz changed / Linz changes**  
Let us work together to change  
tourism as well:  
smarter, more individual, more  
human, more authentic

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Thank you for your attention and see you soon  
on the multicolored Danube!



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## Contact

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