



Vienna Tourist Board

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER


Gay & Lesbian Marketing

- IGLTA member since 1997
- G&L Marketing since 1998
- www.wien.info/gay (10 languages)
- Social Media
 - www.facebook.com/gaycitywien
 - www.facebook.com/gayfriendlyvienna

No niche marketing

Vienna's five top brand modules:

- Imperial heritage
- Music and arts
- Viennese „savoir vivre“
- „Functionalism“ as a big city
- Balance of urban ambiance and green spaces



At this very moment
love is reigning
supreme once again
in Vienna. And
where will you make
your dreams come
true?


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Gay & Lesbian Marketing 2011

- ITB Berlin, Gay Travel Pavilion – photo contest
- Regenbogenball (Feb. 12), Rosenball (March 3), Life Ball (May 2)
- Gay Pride Booth, Toronto (July 2-July 3):
- Gay Pride Run, New York City (25 June):
- Online Marketing in 11 markets
(D, AT, CH, IT, F, SP, GB, CZ, HU, PL, RO)


Relevance

- 2004: preferred G&L destination
- 2007: ranked as # 2 international G&L destination in Germany
- Pioneer in Eastern Europe
- National and international campaign for G&L marriage in Vienna



At this very moment a groom is kissing his groom in Vienna. Where will you kiss yours?

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At this very moment
it is time to say:
“Thank you for your
attention”.

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