



Heartbeat Streets

Best Practise Example for
Balanced Tourism in **Urban Areas**

04.06.2025 | STIAS-2025
Tobias Schreiber

VIENNA
NOW ♦ FOREVER





THIS IS VIENNA

VIENNA



THIS **ALSO** IS VIENNA

VIENNA



WHAT WE RECOMMEND TO VISIT

VIENNA



WHAT WE **ALSO** RECOMMEND TO VISIT

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Don't ask what the city can do for tourism.
But what **tourism** can do for the city.

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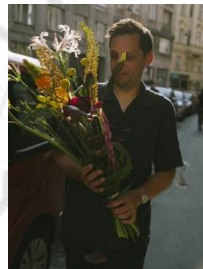
DESTINATION **MARKETING MANAGEMENT**

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Heartbeat Streets

Fall in Love with Vienna's Neighborhoods

VIENNA



Neighborhoods



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Neighborhoods
=
Grätzel



VIENNA



SEIT 18...

Kaffeehaus

KOMMEREN
SCHADEN

VIENNA



SEIT 18...

loft...

OMMEREN
ADEN

VIENNA

Why Grätzel?



SIGHTSEEING



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LIFE-SEEING

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GASTRONOMY



CULTURE



LIVABLE CITY



SUSTAINABILITY

VIENNA

Talking Sustainability

without calling it that ...

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SUSTAINABILITY

VIENNA

- Ecological
- Economical
- Social
- Cultural



SUSTAINABILITY

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VIENNA

How to Grätzel



AUTHENTIC

VIENNA

- Unfiltered
- Diverse
- Lively
- True to Life



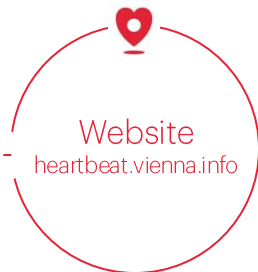
AUTHENTIC

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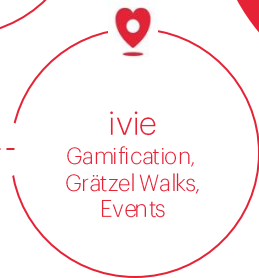
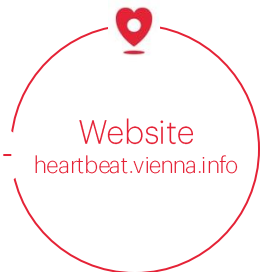




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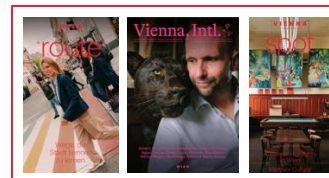


Website
heartbeat.vienna.info



ivie
Gamification,
Grätzl Walks,
Events

Print
Vienna, Intl.
route, spot



VIENNA



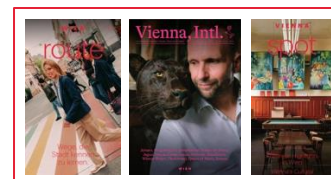
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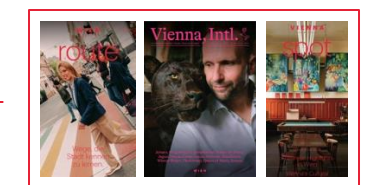
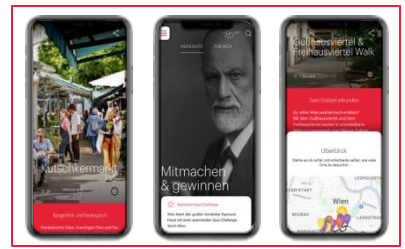
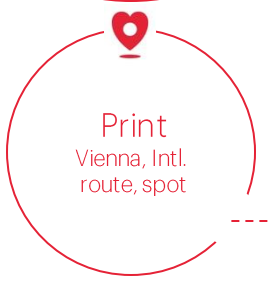
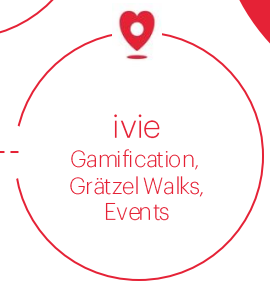
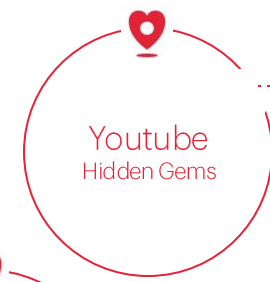
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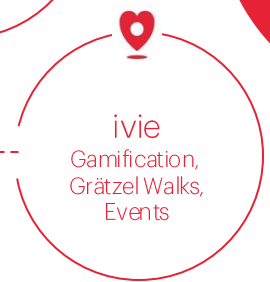
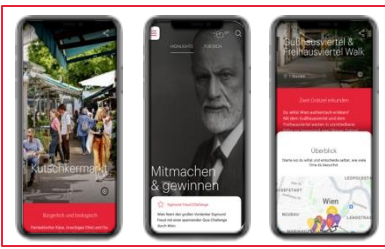
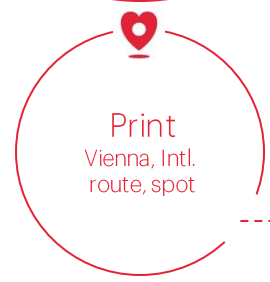
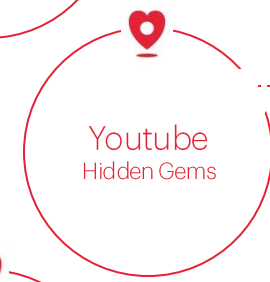
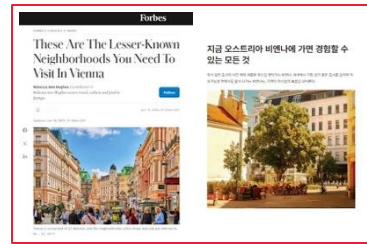
Print
Vienna, Intl.
route, spot

Social Media
Live-Walks
Campaigns
Raffles





VIENNA

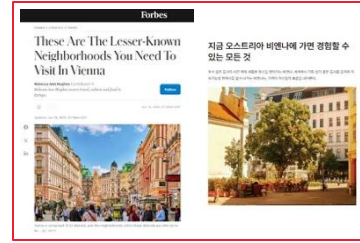


VIENNA



Vienna City
Card

Media
PR, Clippings



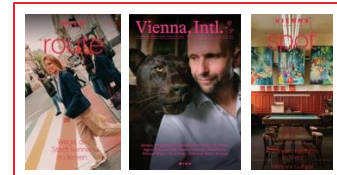
Youtube
Hidden Gems



Social Media
Live-Walks
Campaigns
Raffles



Print
Vienna, Intl.
route, spot



ivie
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GRÄTZEL
UNIVERSE

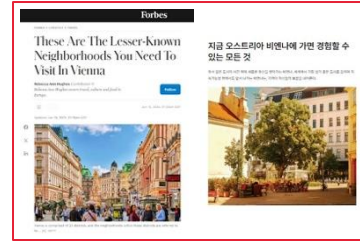
VIENNA



B2B Events/
Newsletter

Vienna City
Card

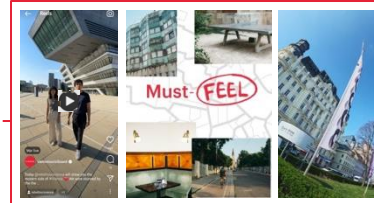
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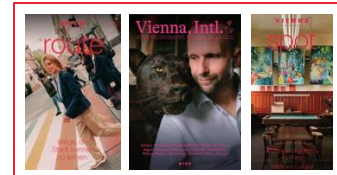
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Social Media
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Print
Vienna, Intl.
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GRÄTZEL
UNIVERSE

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750,000

Page Views

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168 million

Campaign Impressions

VIENNA

3 billion

Clipping Impressions

VIENNA



VIENNA



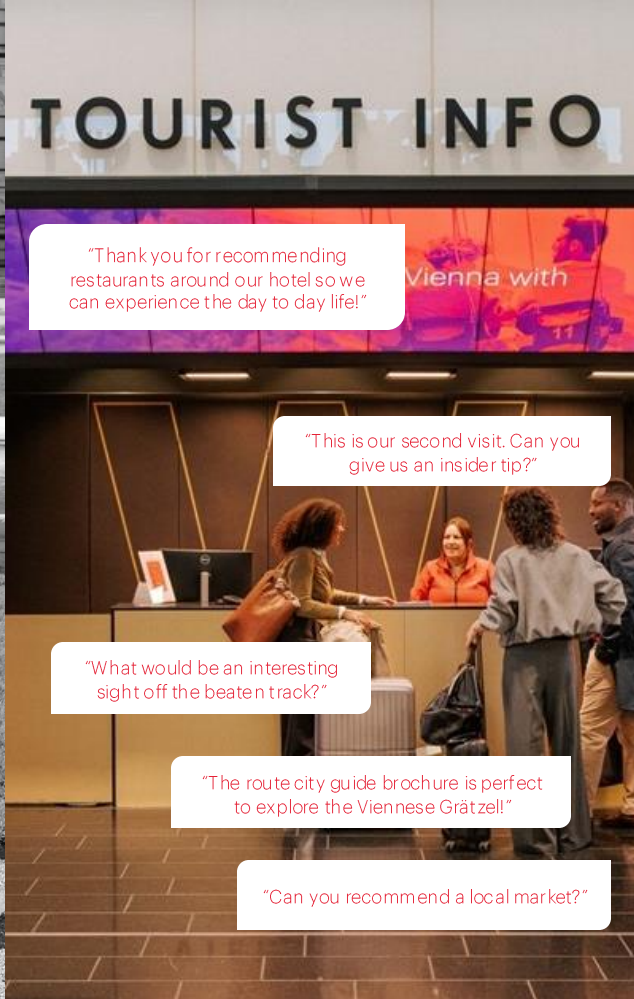
Kasia in Austria 🇦🇹
it's like you read my mind haha had on my "to visit list" next weeks
2024-5-... Antworten

Top-Fan
Velia Trujillo
Muy colorido, bello y original.
1 Jahr · Gefällt mir · Antworten

kaplanova.alice Looove Prater 🍷
40 Wo. · Gefällt 2 Mal · Antworten

irenhikita Must put reminder...love areas like these ❤️
48 Wo. · Gefällt 2 Mal · Antworten · Übersetzung anzeigen

astrid_vienna_bildcontent Perfect explanation of Grätzl! 🍷🍷
47 Wo. · Gefällt 1 Mal · Antworten



TOURIST INFO

"Thank you for recommending restaurants around our hotel so we can experience the day to day life!"

"This is our second visit. Can you give us an insider tip?"

"What would be an interesting sight off the beaten track?"

"The route city guide brochure is perfect to explore the Viennese Grätzl!"

"Can you recommend a local market?"



VIENNA



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"The route city guide brochure is perfect to explore the Viennese Grätzl!"

"Can you recommend a local market?"

"I hear from travel advisors that their clients want to get off the beaten path, go outside of the box, do something that is 'unGoogle-able.'" 

"Me encanta el tema de este año. Para los que ya la conocen está muy bien. Y es muy interesante a nivel de política turística de la ciudad." 

"J'ai été particulièrement sensibilisée à cette découverte des quartiers autour du ring et je vais remonter l'information à mon collègue." 

"Wir stellen Ihnen die alten, neuen und unbekannten Highlights ganz unterschiedlicher Wiener Bezirke vor." 

"Tutti sono luoghi di incontro e crocevia di culture, e la maggior parte di essi conserva la propria autenticità di unità urbane aperte all'ospitalità." 

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Everyone happy?

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Well ...

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Not everyone was happy.

At first.

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Communication is Key



We explained.
And discussed.

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TOURIST-INFO



WHAT THEY WERE AFRAID OF

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WHAT **WE** AIMED FOR

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A photograph of a group of people dining in a restaurant. In the foreground, a man with glasses and a blue shirt is laughing. Behind him, another man is smiling. To the right, a woman with curly hair is looking towards the camera. The table is set with a white tablecloth, a glass of wine, a glass of water, a plate of food, and a vase with flowers. A large, stylized '2/3' graphic is overlaid on the image, with a small asterisk next to the '3'.

2/3*

WHAT **WE** AIMED FOR

* T-MONA Survey 2023

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Business
Associations



Political
Decision
Makers



Grätzel
Initiatives



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Business
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Political
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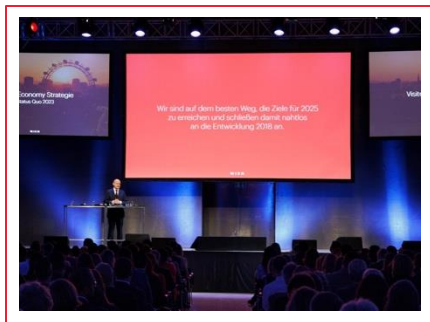
Cultural
Stakeholders



Hospitality
Sector



VIENNA



Political
Decision
Makers

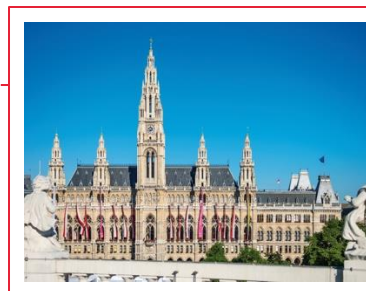
Business
Associations

Grätzel
Initiatives

Cultural
Stakeholders

Hospitality
Sector

City
Organizations



VIENNA



Political
Decision
Makers

Business
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Grätzel
Initiatives

Entrepreneurs

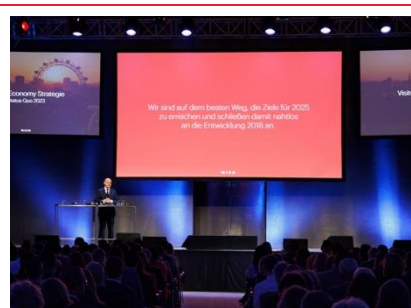


City
Organizations



Hospitality
Sector

Cultural
Stakeholders



GRÄTZEL
TALKS

VIENNA



Political
Decision
Makers

Tour Guides

Entrepreneurs

City
Organizations

Hospitality
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Cultural
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Business
Associations



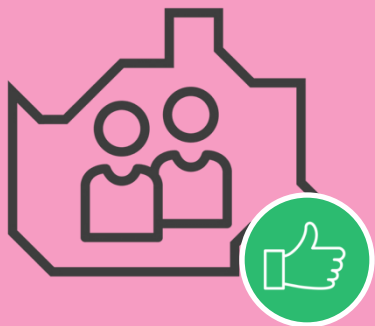
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It's about Balance

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GROWTH ISN'T SOMETHING TO FEAR.
IT IS SOMETHING TO SHAPE.



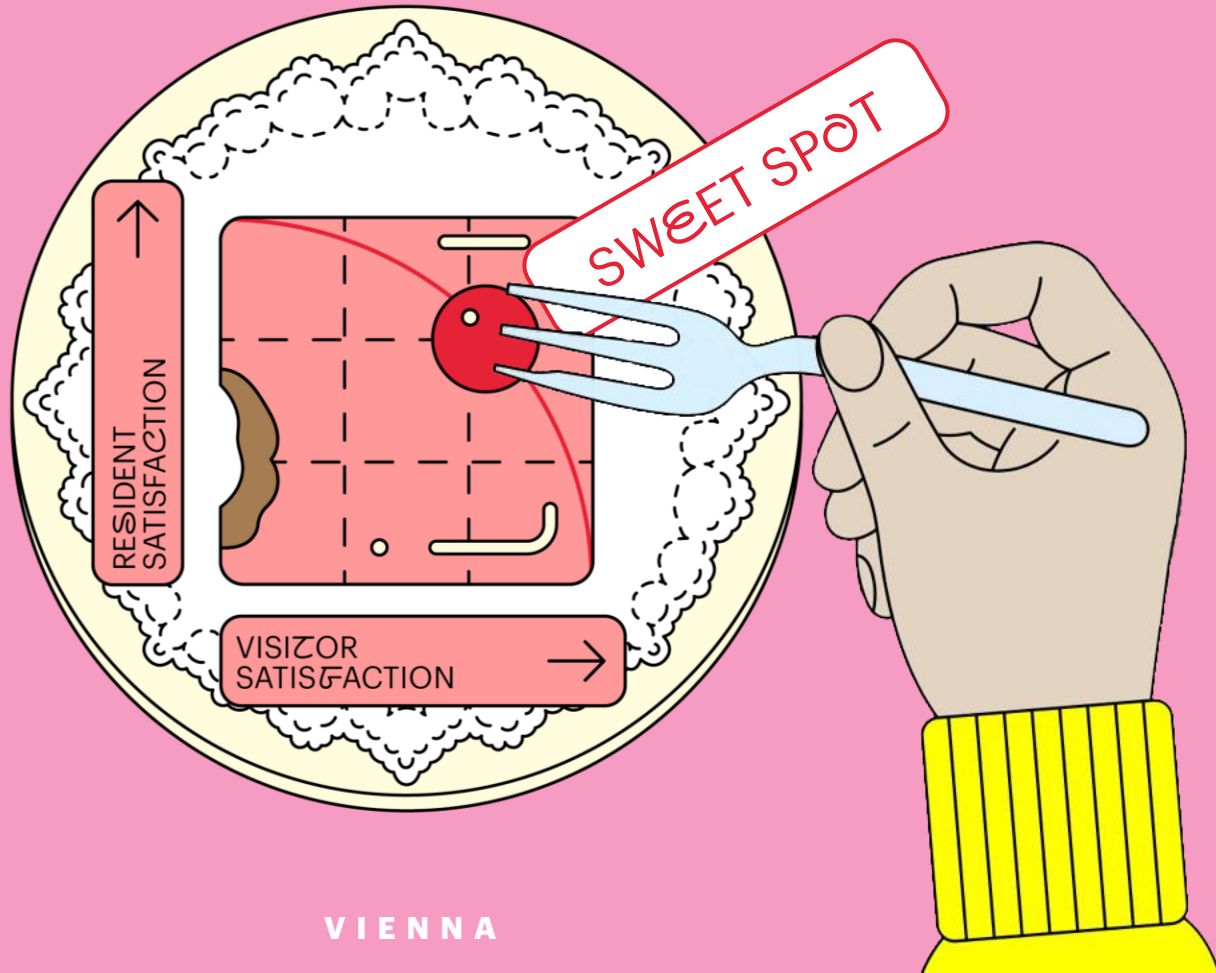
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RESIDENTS

VISITORS

VIENNA



VIENNA



VIENNA

OPTIMUM
TOURISM VIENNA

VISITOR

THE
VIENNESE
MODEL
FOR
GOOD
GROWTH

STRATEGY

VIENNA

OPTIMUM.VIENNA.INFO

VIENNA



THE PROOF IS IN THE STRUDEL ...

VIENNA

Thank You!

And see soon you in Vienna's Grätzl!



Questions?

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