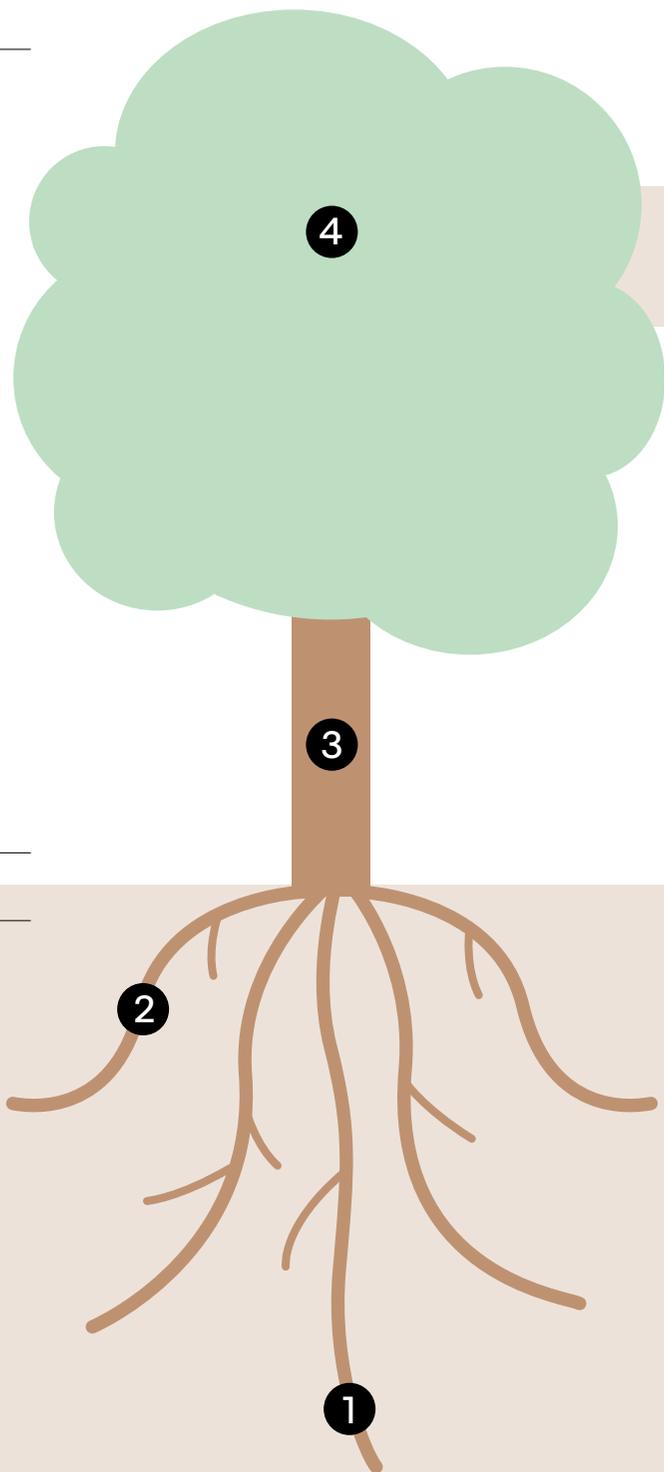


HOW
we commu-
nicate and
create
relevance



WHO
we are and
what we
stand for

4 The No. 1 positioning we want to occupy:

Austria. The most casual getaway – for a feeling that lasts.

3 Tone of Voice | The language and atmosphere that our brand creates should make you “feel” Lebensgefühl.

charming: Guests are invited to immerse themselves in Austrian vibrancy. We convey charming warmth and a positive, authentic attitude, making guests feel truly welcome.

authentic: Authenticity is our focus. Nature, culture, people, and places are all portrayed in an unfiltered and genuine manner.

bold: We take a clear stance and actively advocate for our values. We are not afraid to be bold and adopt unconventional perspectives introducing new viewpoints and encouraging discourse.

inspiring: We provide stimuli and invite guests to try something new, to change perspectives, to discover the country and its people – but also to re-discover themselves and their own different sides.

emotional: We inspire people to visit Austria, thus instilling a passion in them for our country. Our communication touches people’s hearts by conveying our warmth and vibrancy. No one is left unaffected.

vibrant: The dynamic energy of our genuine connections is at the heart of what we do. It creates vibrant and unique moments that makes us real and irresistible.

1 Brand Essence | Moments full of vibrancy

We stand for **moments full of vibrancy**, vitality and zest. Our brand aspires to create unforgettable and authentic moments bursting with positive energy for our guests. They, in turn, dive into these moments and, through them, into the soul of the country. We are immensely passionate about small details, we create personal experiences, and we interact with each other with heartfelt warmth. In doing so, we continually create moments full of vibrancy that help our guests leave their daily routine behind.

2 Brand Values | The unique soul of our holiday destination

Connection: We are a country that fosters and harmonizes authentic connections between nature, people, and culture.

Enjoyment: We are a country that knows how to live well, creating pleasurable experiences that make everyday worries fade away.

Responsibility: We are a country that practices mindful thinking and action towards nature, culture, and our resources, so that future generations can also experience the vibrancy of Austria.

Inspiration: We are a country that brings new ideas to life, characterized by openness and a spirit of creativity, enabling us to create enriching stimuli and lasting experiences.