

Graz

All for one

Under the umbrella brand meetinggraz the "Three Musketeers" Grazer Congress (Convention Center Graz), Graz Exhibition Center and the Graz Convention Bureau have combined forces. The alliance is setting out to promote Graz, host to the 2007 AIPC General Assembly, jointly as a trademark.

Grazer Congress has been in existence for 25 years. In 2003, when Graz became the European Capital of Culture, it was joined by the exhibition centre Messe Center Graz and the Convention Bureau. In recent years not only has event space in the city of Graz risen many times over, but also the number of meetings and congresses. With the Humans in Space Symposium hosted by the International Academy of Astronautics, the Annual Meeting of the European Society for Hyperthermic Oncology, the Internationale Tagung Verkehr und Umwelt or the Internationales Automobilforum Graz, to name but a few, the calendar for 2005 is again packed full of prominent events. And in 2007 the General Assembly of the Association Internationale des Palais de Congrès (AIPC) takes place in the Styrian state capital. The AIPC members are 142 leading conference centres from 49 countries.

But improving the range of facilities for congresses, meetings and fairs has also intensified competitive pressure, given



The destination is aiming to lift the number of congress room nights with an umbrella trademark campaign.

that meetings tourism, with around 100,000 roomnights and a 12 to 15-percent share in total overnights, makes a relatively substantial contribution by international standards to tourism receipts. The destination is now aiming to lift the number of congress roomnights to around 120,000 in the coming years with an umbrella trademark campaign under the motto meetinggraz. The joint website www.meetinggraz.at provides those interested in Graz with information at a glance. The Web portal – in German and English – offers links to detailed information on the individual pages of the three meetinggraz partners Grazer Congress, Messe Center Graz and Graz Con-

vention Bureau. At the same time Graz is promoting the destination with an ad series, a media presentation designed to stand apart from the industry's regular "bigger, better, more beautiful" promotions. Target groups of the meetinggraz campaign are national and international organisations and associations, exhibition organisers and corporate customers. "Alluding to the city of Graz's competence as a cultural capital, the quality of the individual communication facilities will be communicated through a chosen aspect of contemporary literature, Barbara Gigler, Grazer Congress marketing manager, explains. The campaign is based on a series of ads on ten subjects

(German and English) and the portal website www.meetinggraz.at featuring links to the individual meetinggraz partners.

Working on an idea from Nikolaus Breisach, general manager of Grazer Congress, Graz-based literary publishers Droschl selected ten quotations from contemporary authors and had them illustrated by the company Perndl & Co. The quotations for this campaign are all from well-known Austrian and international authors addressing the theme of communication. The ten meetinggraz campaign subjects are available at the website as e-cards in German and English.

DM

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