



The Austrian Federal Economic Chamber

Representing the Interests of Business

Geht's der Wirtschaft gut, geht's uns allen gut.

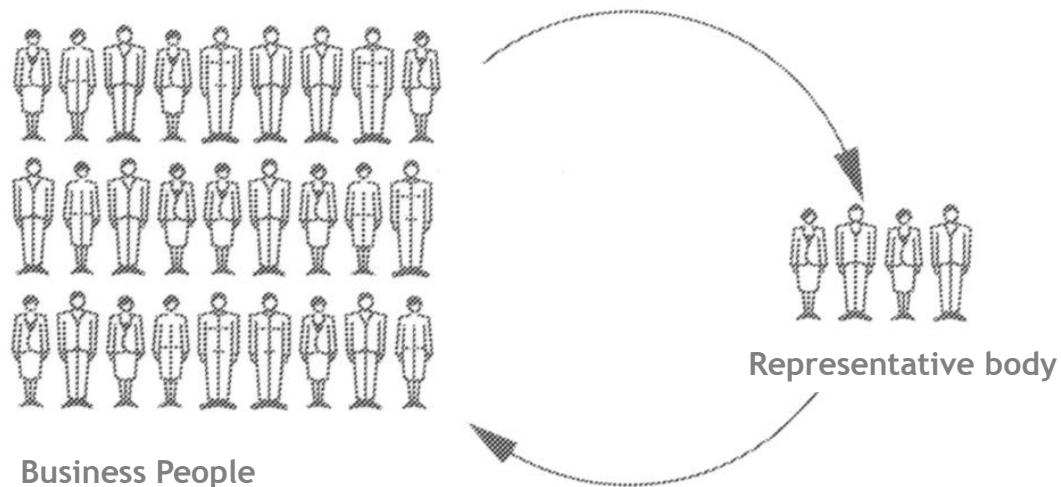
“The Austrian Chambers of Commerce represent the interests of business, promote the economy and communicate knowledge.

In this sense, we feel we have a sociopolitical duty towards the citizens of this country.”

Dr. Christoph Leitl,
President of the Austrian Federal Economic Chamber

We represent the interests of commerce

There are about 410,000 businesses
in the commercial sector



The Chambers of Commerce were established by the Austrian legislative body to safeguard the interests of particular social and professional groups.

>> **Statutory Representation of Professional interests**

Employer

Employee

WKO
WIRTSCHAFTSKAMMER ÖSTERREICH

**Austrian Federal
Economic
Chamber**

Chambers of Commerce

lk
landwirtschaftskammer
österreich

**Austrian Chamber
of Agriculture**

Chambers of Agriculture

AK ÖSTERREICH

**Federal Chamber of
Labour**

Chamber of Labour

OGB

**Austrian Federation
of Trade Unions
(Association)**

**Industrial Trade
Unions**

The difference between a Chamber and an Association

CHAMBER

- Created by statute
- Main activities regulated by statute
- Mandatory membership for certain groups
- Public body

ASSOCIATION

- Created by private agreement
- Charter drawn up in agreement with members
- Joining / cancellation / expulsion
- Private organisation

• mandatory membership

difference

• voluntary membership

STATUTE

CHARTER

Duties of the Chambers of Commerce (1)

- The Chambers of Commerce have additional roles, in which they act as part of the civil service
 - >> when carrying out these duties they are subject to instructions from the relevant Federal Minister
- Certification as master craftsman
- Apprenticeships
- Issuing of certificates of origin



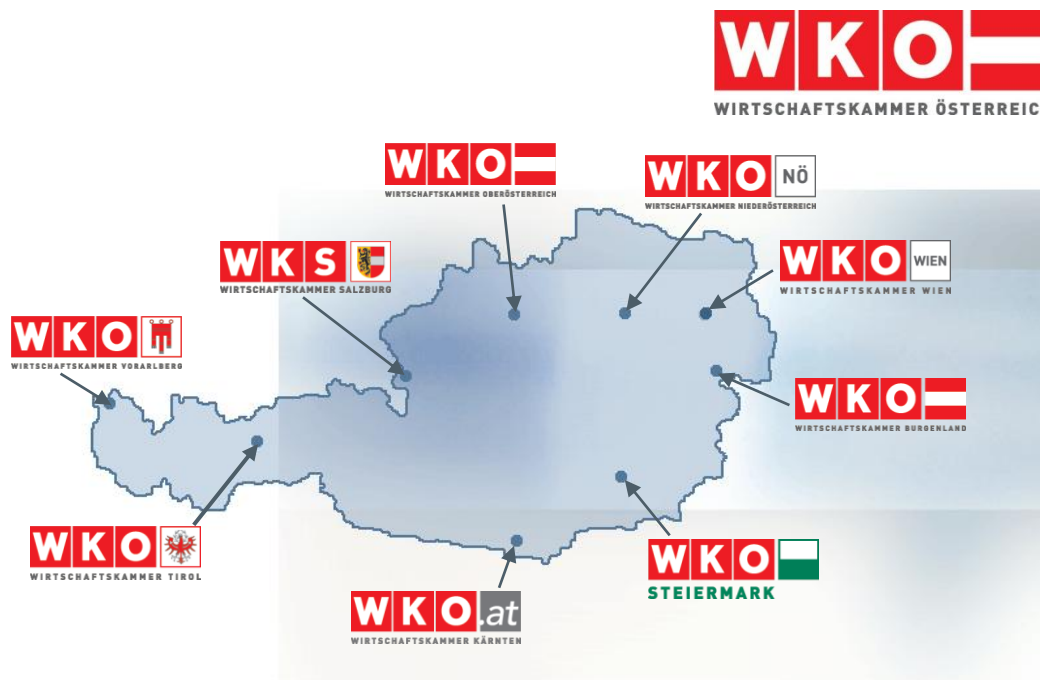
Duties of the Chambers of Commerce (2)

- **To represent the interests of their members**
- **To remain independent** thereby strengthening their position in negotiations with the state and representatives of unions and management
- **To participate in the law making process** in respect of both federal and provincial laws and regulations
- **Goal:** to provide the best possible framework conditions for the conduct of business



Regional Structure

The Chambers of Commerce represent the interests of Austrian businessmen and women - **9 Chambers of Commerce** und the **Austrian Federal Economic Chamber**

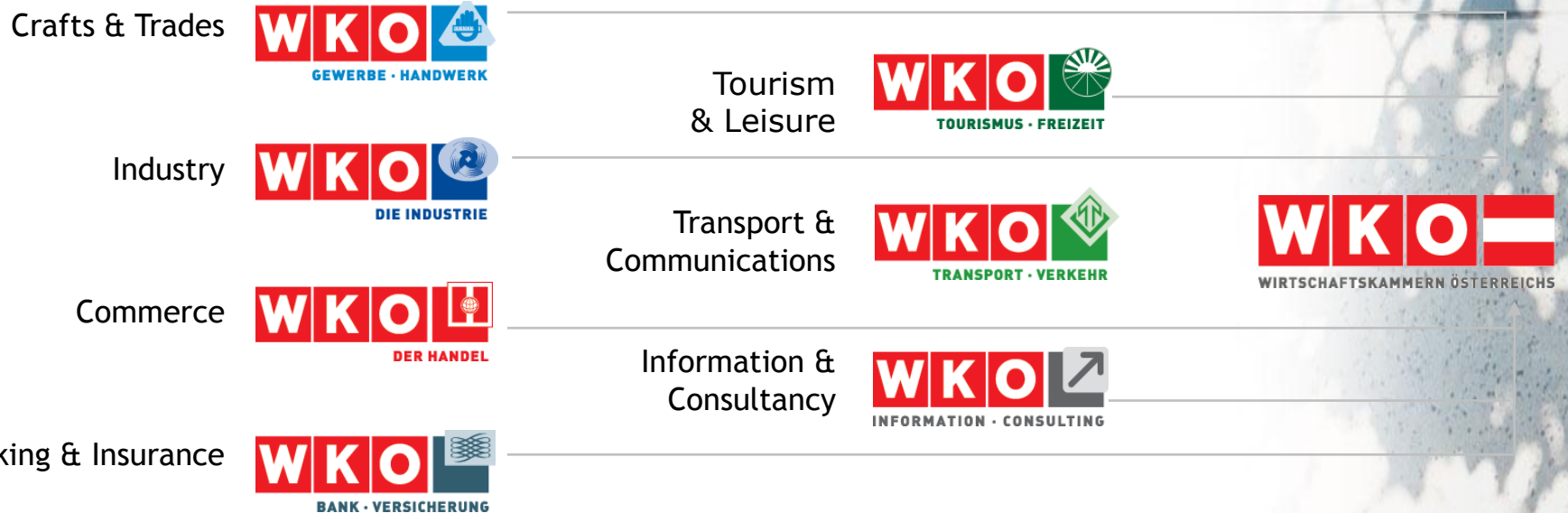


Regional Structure

- WKÖ
 - 68 trade delegations
 - 42 branch offices and marketing offices
- 9 provincial chambers

Industrial classification

The industries in the Austrian economy are divided into **seven sectors**



Industrial classification



The seven sectors are subdivided into individual trade associations

■ Federal Trade Associations of the Federal Tourism and Leisure Industries Division:

- Austrian Professional Restaurant Association
- Austrian Professional Hotel Association
- Austrian Association for Private Healthcare facilities
- Austrian Travel Agents- and Tour Operators Association
- Association of Austrian Cinema Exhibitors & Showmen
- Association for the Sports and Recreation Industries

EU Office in Brussels

- The EU Office of the Austrian Federal Economic Chamber (located within the offices of Austria's Permanent Representation to the EU) develops **useful contacts**
 - with the relevant departments at the Commission
 - with the European trade associations (e. g. EUROCHAMBRES, Eurocommerce, UEAPME, UNICE)
 - and members of the European parliament

- **Duties:**
 - Involvement in the legislative process
 - Observation of the internal market
 - Legal advice
 - Promotional programmes





FEDERAL TOURISM AND LEISURE INDUSTRIES DIVISION

2010

Geht's der Wirtschaft gut, geht's uns allen gut.

Aims of the Tourism and Leisure Industries Division



■ Five Challenges for Austria's Tourism

1. Internationalization (increase in competition of tourism destinations)
2. Climate change
3. Sustainability
4. Internet and new media
5. „Industrialization“ in the service sector

■ Aims of the Tourism and Leisure Industries Division

- Preservation and expansion of international/national competitiveness for the tourism location Austria => Austria as tourism world champion

■ by improving of the national framework

- Tourism labor market
- Strengthening of the SME-structure in the tourism and leisure industry
- Improvement of the capital structure of enterprises
- Tourism-marketing and mobility
- Themes and trend monitoring

Importance of Tourism for Austria

- The Austrian tourism industry ranks very high in international competition.
- In 2009, 124.3 million overnight stays and 32.3 million arrivals could be counted. According to the Tourism Satellite Account (TSA), the directly and indirectly generated net value added in the tourism industry amounted to 15.4 % of the GDP.
- In 2008, 16.5 billion euros in revenue could be gained from the tourism industry (estimate according to TSA).
- The Federal Tourism and Leisure Industries Division comprises over 90.000 members, approx. 770,000 people earn their living from tourism in Austria. Just in the hospitality industry, 178,691 people were employed on average in 2009. Foreign per capita receipts of the resident population were as high as 2,600 USD in 2008. Austria, therefore, ranks first worldwide.

Seasonal Changes and Markets of Origin

■ Main Markets of Origin

Summer 2010:

Germany: 37.5 %;

Austria: 32.3 %;

The Netherlands: 5.6 %

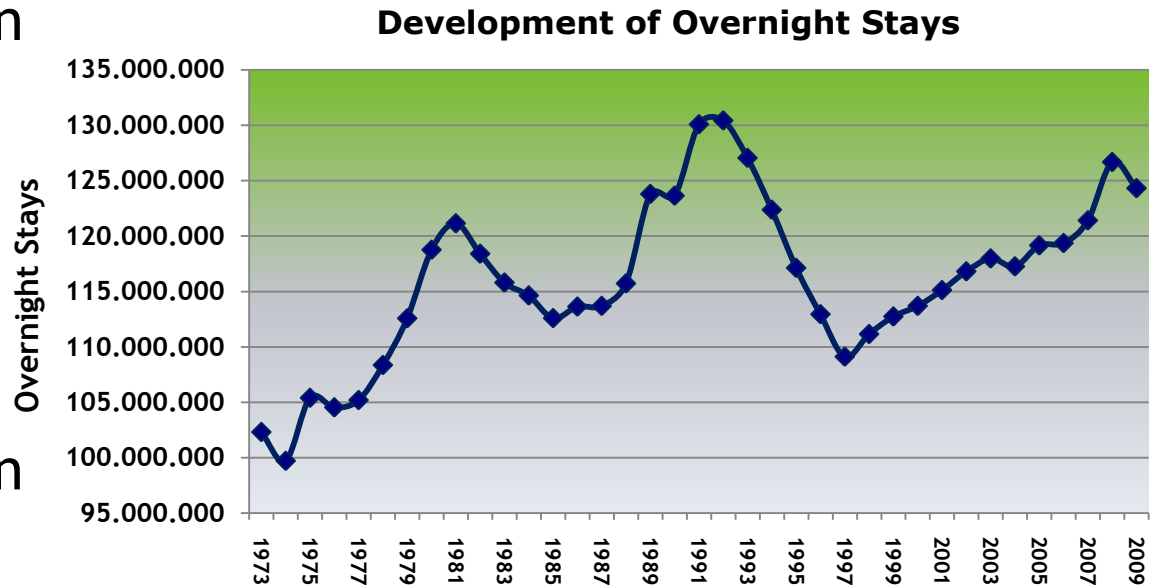
■ Main Markets of Origin

Winter 2009/10:

Germany: 39.8 %;

Austria: 23.7 %;

The Netherlands: 9.1 %



Importance of ecology in Tourism

- The Austrian tourism industry is largely depending on nature as it is the basic motivation of our guests
- Over the years we managed to develop a second season in winter, which is by now surpassing the summer season concerning the number of guests and the daily expenses
- Global Warming is threatening this achievement as there will be not enough snow in lower regions and you will not be able to ski downhill to each village. Artificial snow is just camouflage and very costly!
- We therefor see it in the immediate interest of our enterprises if they behave ecologically sensible for profit in the long run.
- But „Ecological Correctness“ has as well become a part of Political or Social Correctness

Chances of ecology in Tourism

- There is a growing „anti-globalization“ movement
- In the context of tourism this is favoring
 - short distance travel
 - regional food
 - relaxing instead of all day entertainment
 - experience of nature
 - sports activities

All these aspects are a boost for the home market

Chances of ecology in Tourism

- For the Central European Region we want to become the first destination when people are going for nature

Some regions have developed special offers for these guests:

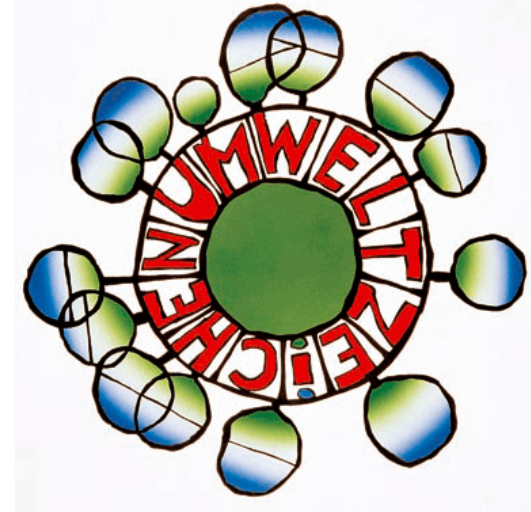
- for instance you can go by bike along the Danube from one border to another this form of experiencing the landscape and training the body in stressless atmosphere experiencing regional food and tasting locally brewed beer and wine at its origin
- has brought small but daily income to enterprises which before were just focused on the weekend

Other villages offer alternative forms of transport for their guests like shuttle service, railwaystation-hotel, electric powered cars

Austrian Eco Label for Tourism enterp.



- Awarded by the Austrian Environment Ministry
- Destined for
 - accommodation services
 - catering enterprises
 - campsites
- Aims & qualifications required of eco-label enterprises
 - partly use of renewable sources of energy,
 - use of ecologically acceptable detergents,
 - water consumption reduction measures
 - reduction of waste volume measures



about 220 enterprises awarded so far

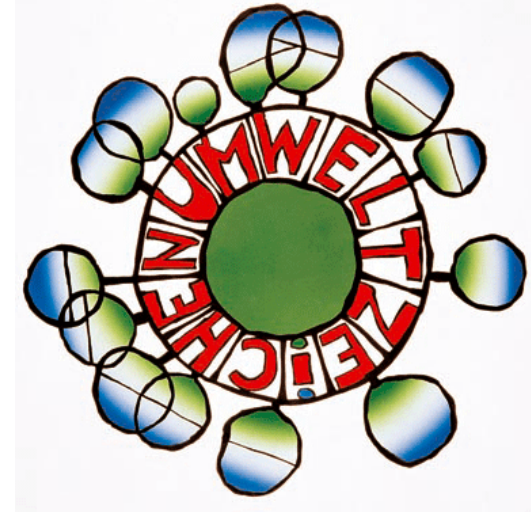
Austrian Eco Label for Travel Agencies



- Awarded by the Austrian Environment Ministry
- Destined for travel agencies
- Aims & qualifications required of eco-label enterprises

offering a complete package all parts have to be in line with the careful treatment of natural resources - in some fields compromises are made f.i. acceptance of flights as means of transport is measured at the duration of the vacation; unfortunately no compromise is made regarding the use of cars, so packages for skiing holidays are hard to define

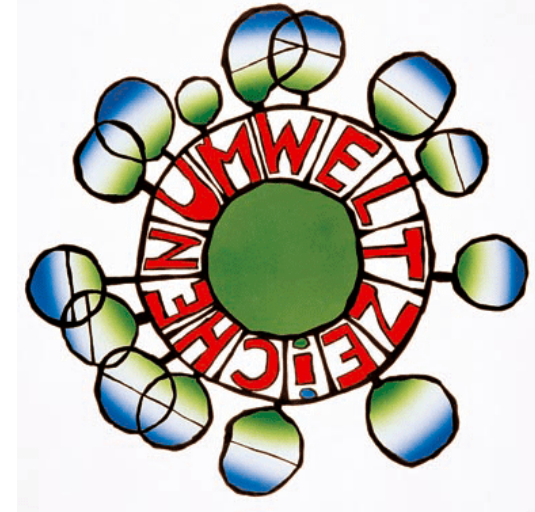
4 enterprises awarded so far



Austrian Eco Label for Green Meetings



- Awarded by the Austrian Environment Ministry
- Destined for congresses
- Aims & qualifications required of eco-label enterprises
- Offering sustainable settings regarding transport, accommodation, contracts with regional suppliers, ...



5 enterprises awarded so far

some joint initiatives of WKO and government

- Information on ways of saving energy
- Awareness raising events such as recently regarding aspects of biodiversity
- “klimaaktiv” initiatives including partial financial assistance for projects
- Enabling tests with electric powered cars
- Studies on financial effects of biking tourism



Tourism at Government Level

- **The Federal Ministry of Economics and Labour is responsible for**
 - Commercial law, tourism statistics, labor law, conclusion of international agreements in the field of tourism, tourism relevant funding

- **Within the Ministry the Department for Tourism and Historic Objects is responsible for**
 - Strategic direction of the national tourism policy
 - Representation of Austria in tourism affairs vis à vis foreign countries (focus on international tourism policy)
 - General tourism funding
 - Tourism-servicepoint responsibility of provinces/regions

Thank you for your attention!

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