

A scenic photograph of an alpine valley. In the foreground, there are green grassy slopes with yellow wildflowers. The middle ground shows steep, forested mountainsides. In the background, a prominent snow-capped mountain peak rises against a blue sky with scattered white clouds. A graphic overlay consisting of diagonal green and white stripes covers the bottom right portion of the image, serving as a background for the text.

The Future of Alpine Tourism – Concentration on a few areas or bed nights, even in the most remote valleys

Dr. Michael Brandl, CIPRA Annual Conference 2010, Semmering

The Alps as the "the Heart of Europe"

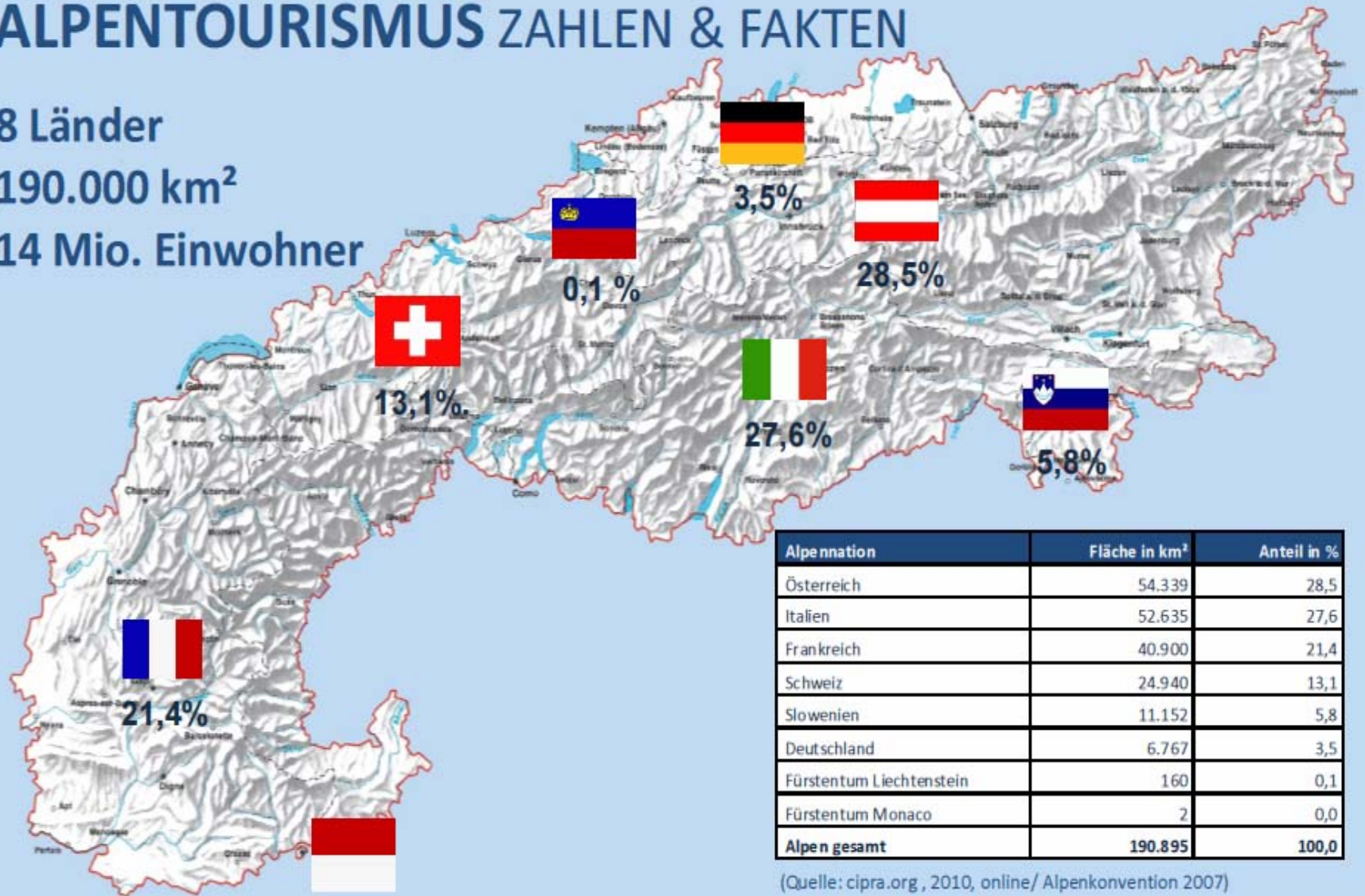


ALPENTOURISMUS ZAHLEN & FAKTEN

8 Länder

190.000 km²

14 Mio. Einwohner

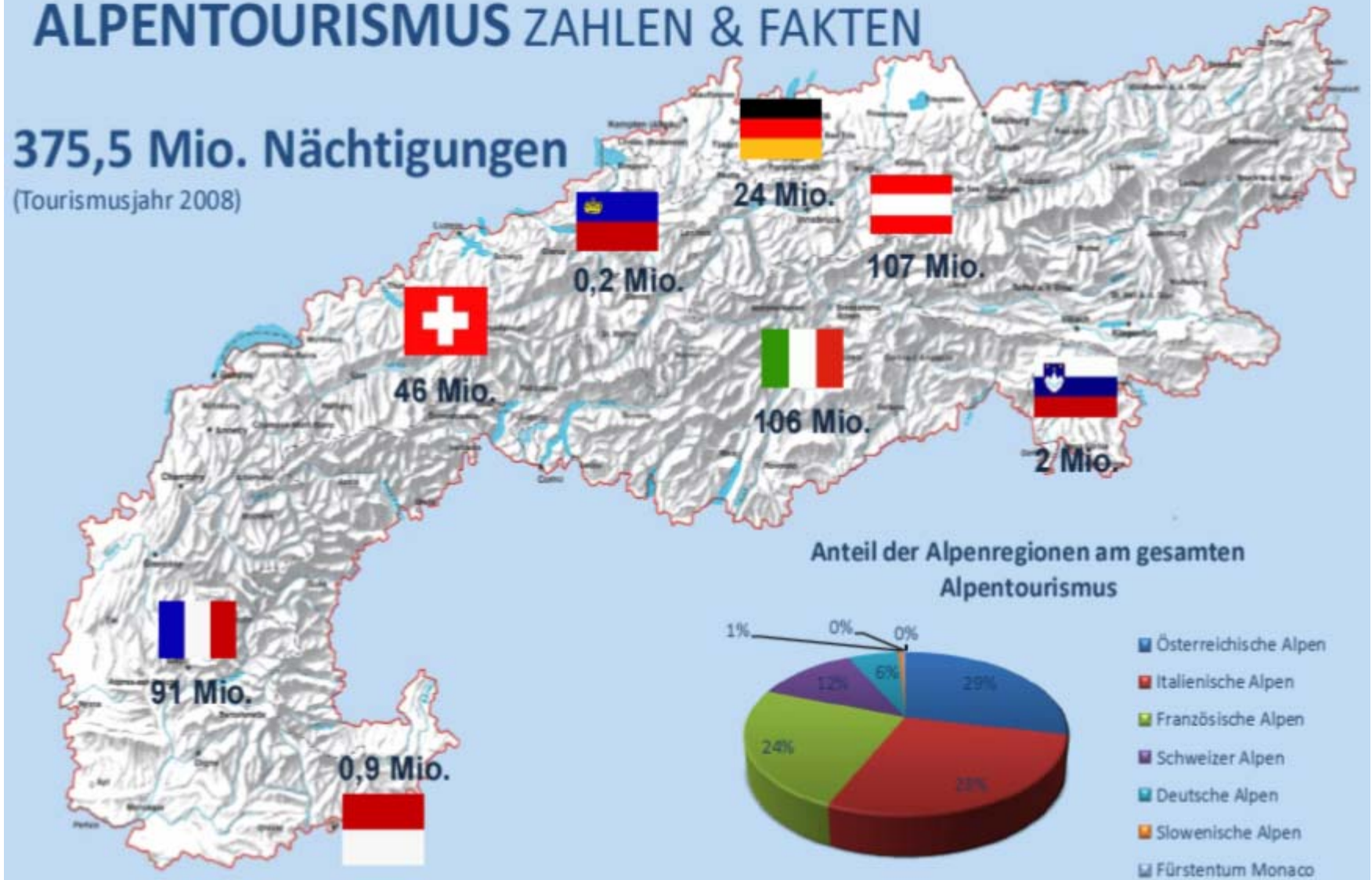


(Quelle: cipra.org , 2010, online/ Alpenkonvention 2007)

ALPENTOURISMUS ZAHLEN & FAKTEN

375,5 Mio. Nächtigungen

(Tourismusjahr 2008)



Source: MCI Tourismus

TOURISM IN THE ALPS - Facts & Figures

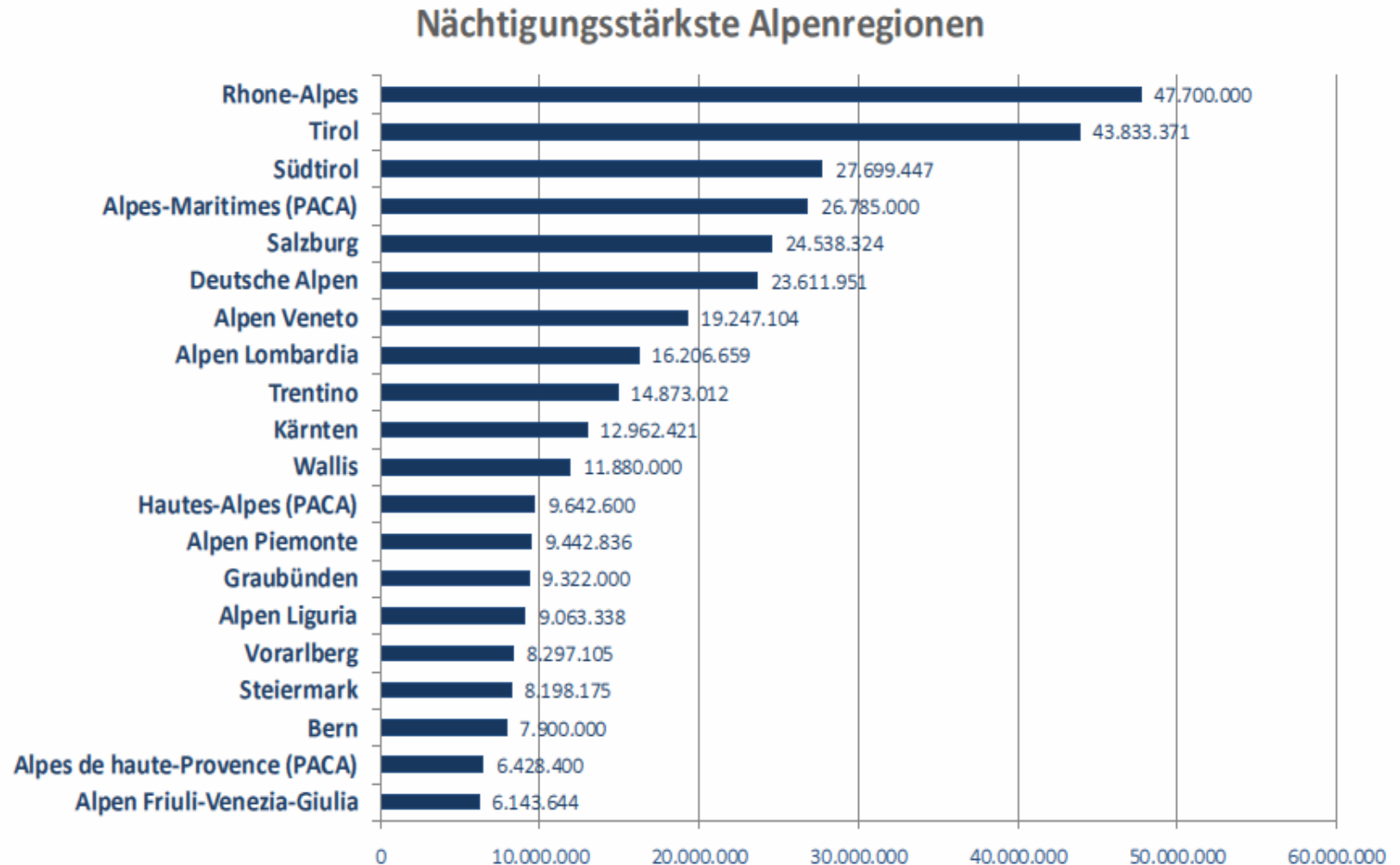
375.5 million paid overnight stays



16.3 % of all overnight stays in the EU-27

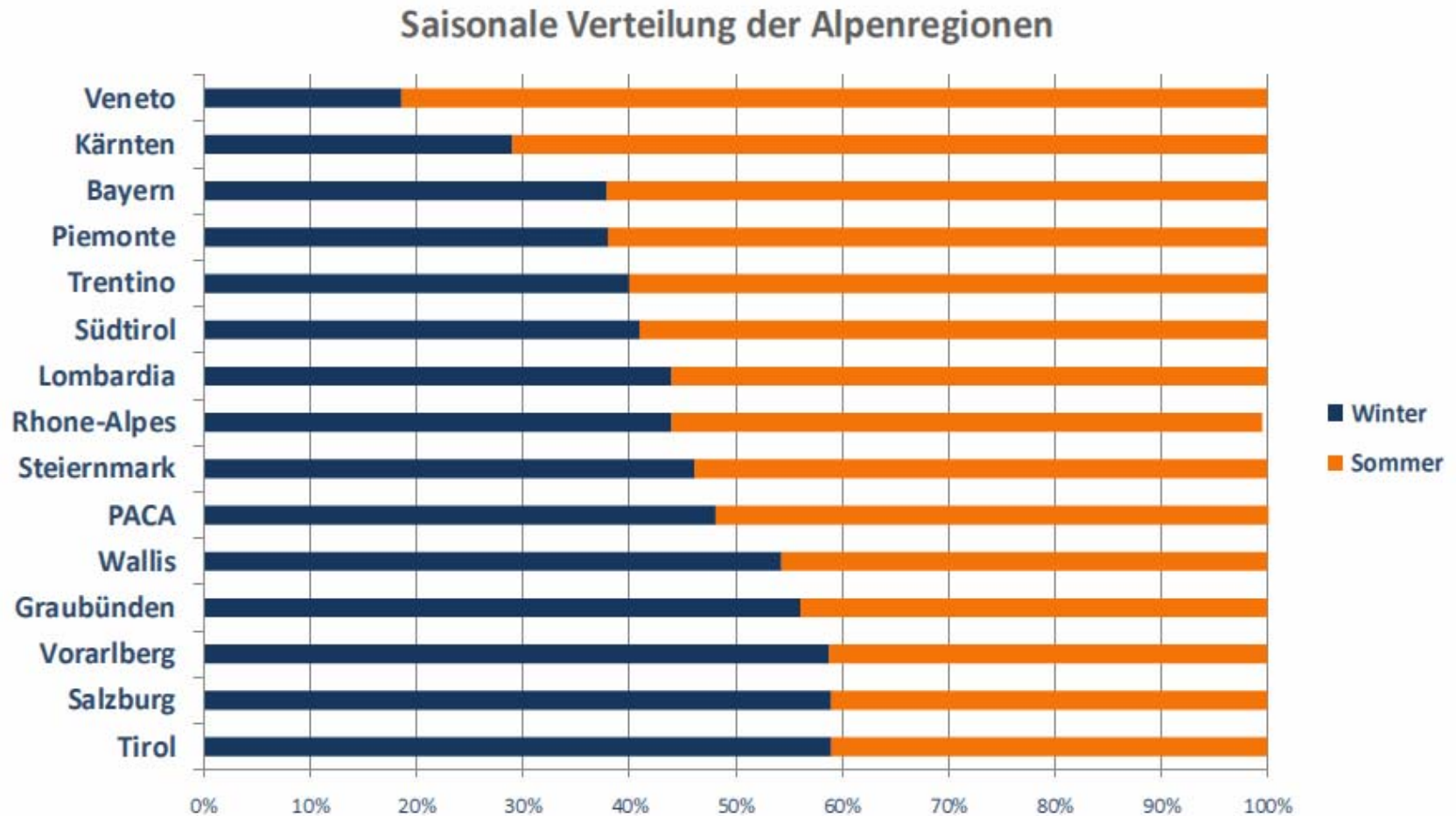
Source: different statistical offices, EUROSTAT

TOURISM IN THE ALPS - Facts & Figures



Source: MCI Tourismus

TOURISM IN THE ALPS - Facts & Figures



Source: MCI Tourismus

Challenges and Chances



The Alps – promising answers to global trends



small

rich

safe

cool



Source: David Bosshart, theALPS Innsbruck, 13.09.2010

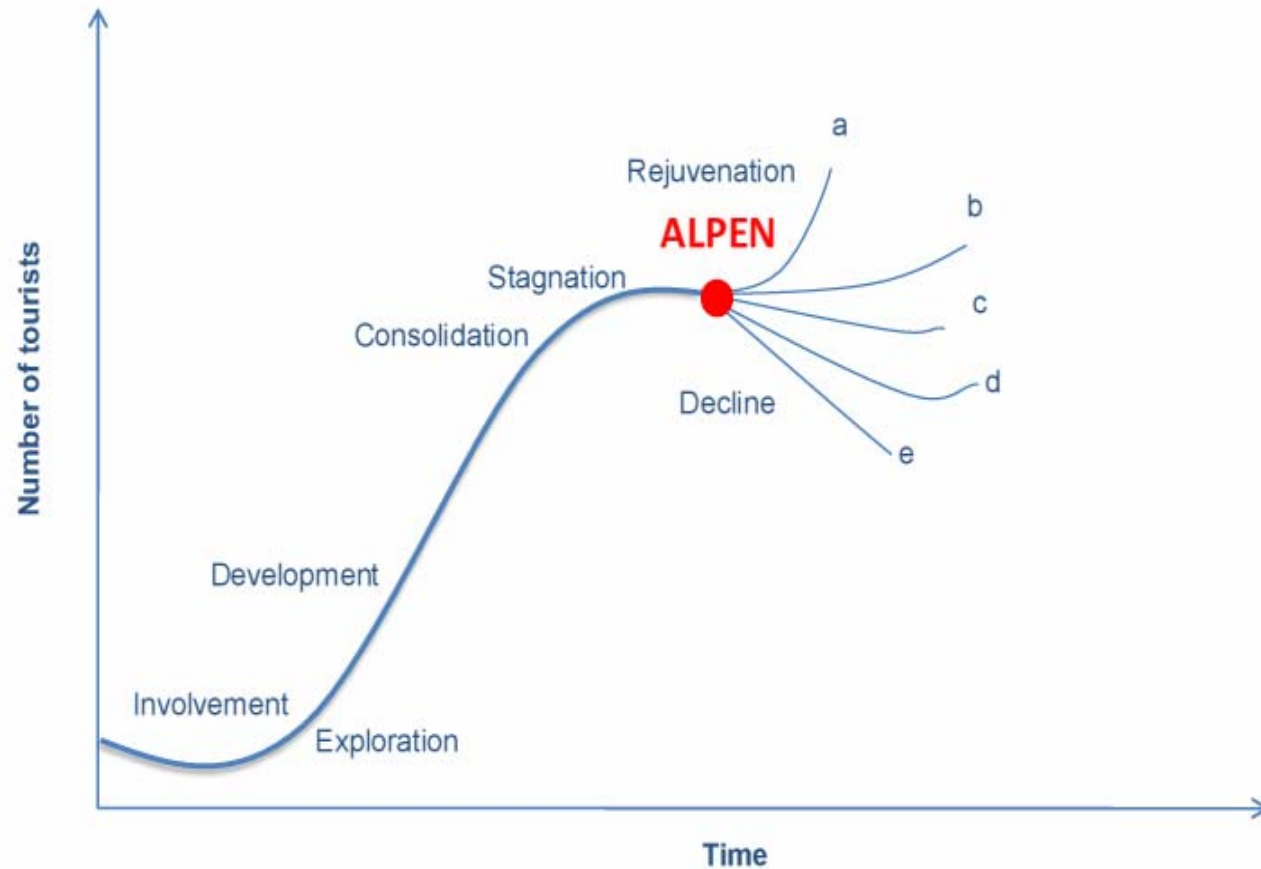
Challenges for Tourism in the Alps

- Stronger Competition
 - new tourist destinations in Central Europe and overseas
 - strong diversification of source markets
 - price transparency in the internet

- Changes Travel Behaviour
 - short-term holiday decision-making and bookings
 - guests come more often but stay for shorter periods of time
 - guests are becoming increasingly older
 - the guests' demands increase – multi-optional guest behaviour
 - individualization – individual holiday packages – dynamic packaging
 - societal change from fun to meaning
 - increasing significance of sustainability aspects in holiday decision-making

- Accessibility & Mobility

Life Cycle in Alpine Tourism



Tourism Area Life Cycle nach Butler, 1980

Source: MCI Tourismus

theALPS – the new lobbying event for alpine tourism

theALPS – "**Summit & Symposium**" – from "Prologue 2010":
opinion exchange among experts, scientists and top politicians.
→ **signing of the "Innsbruck Manifesto" of cooperation in alpine tourism on 13.09.2010**

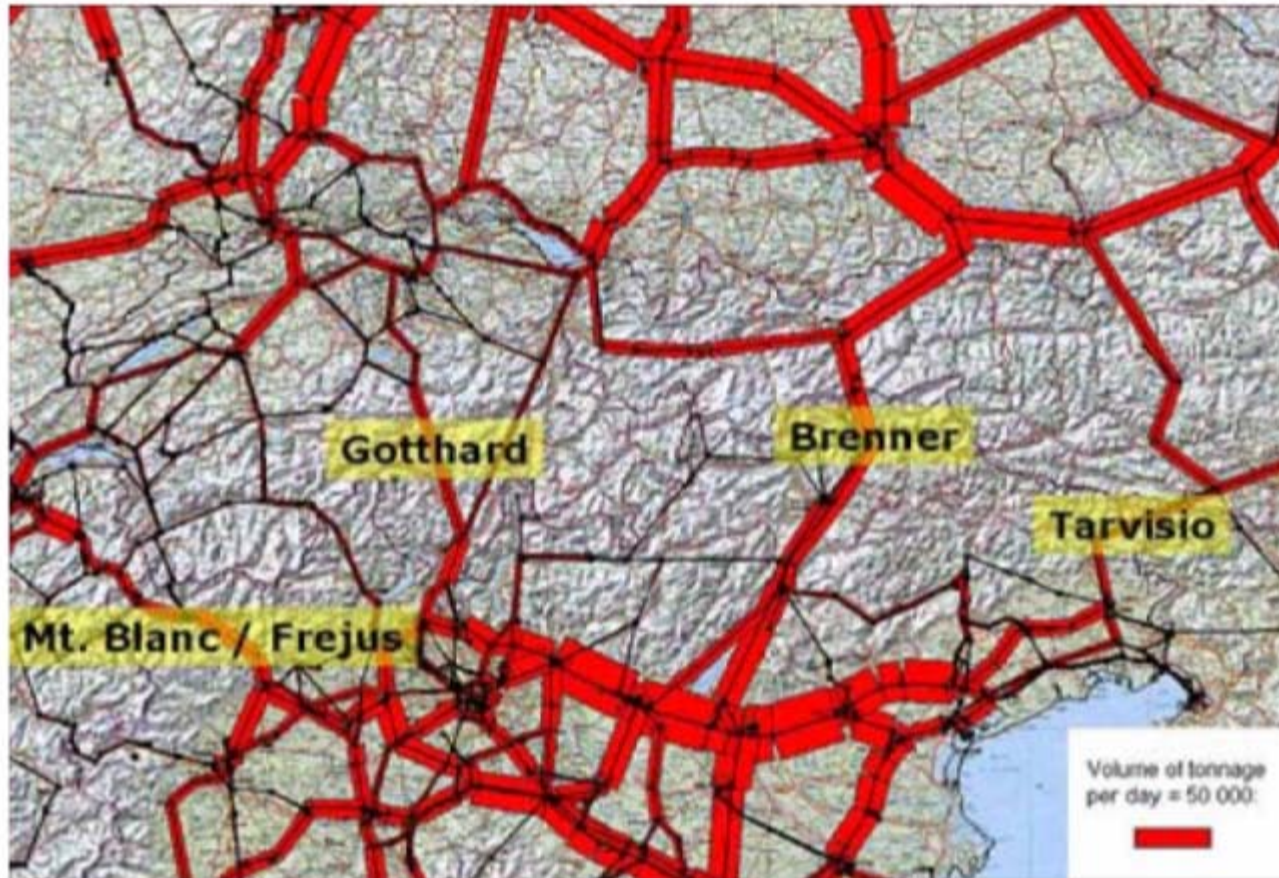
theALPS – "**A New Way of Trading**" – from 2011:
an innovative trend exchange, a new form of trading tourist offers
(presented at the "Prologue 2010").

theALPS – "**Best Experiences & Award**" – from 2011:
presents the best and most innovative tourism projects in the Alps, and
makes them an experience through "theALPS –Award".
(presented at the "Prologue 2010").

Tourism in More Remote Alpine Areas

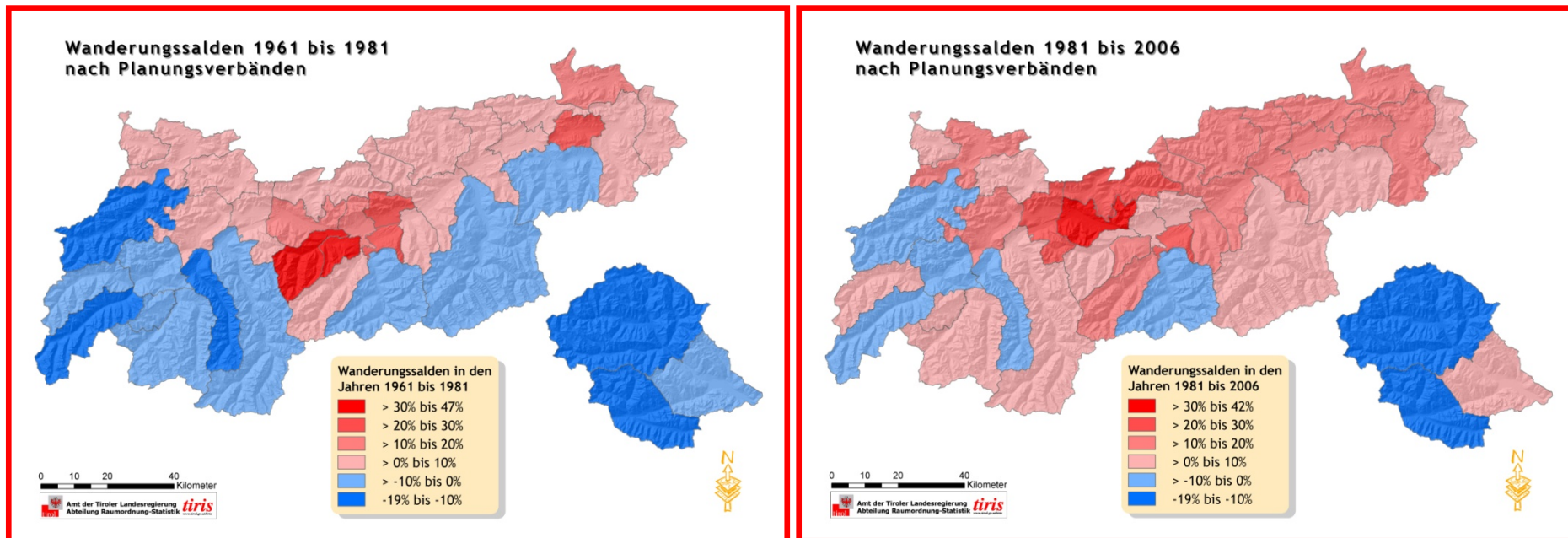


Traffic in the Alpine Area



Source: Alpine Convention (2007): Report on the State of the ALPS – Transport and Mobility in the Alps

Migration balance: an indicator of a region's attractiveness as a living environment and business area - in Tirol



Regional policy is successful, if people stay. Tourism plays a major role in this respect.

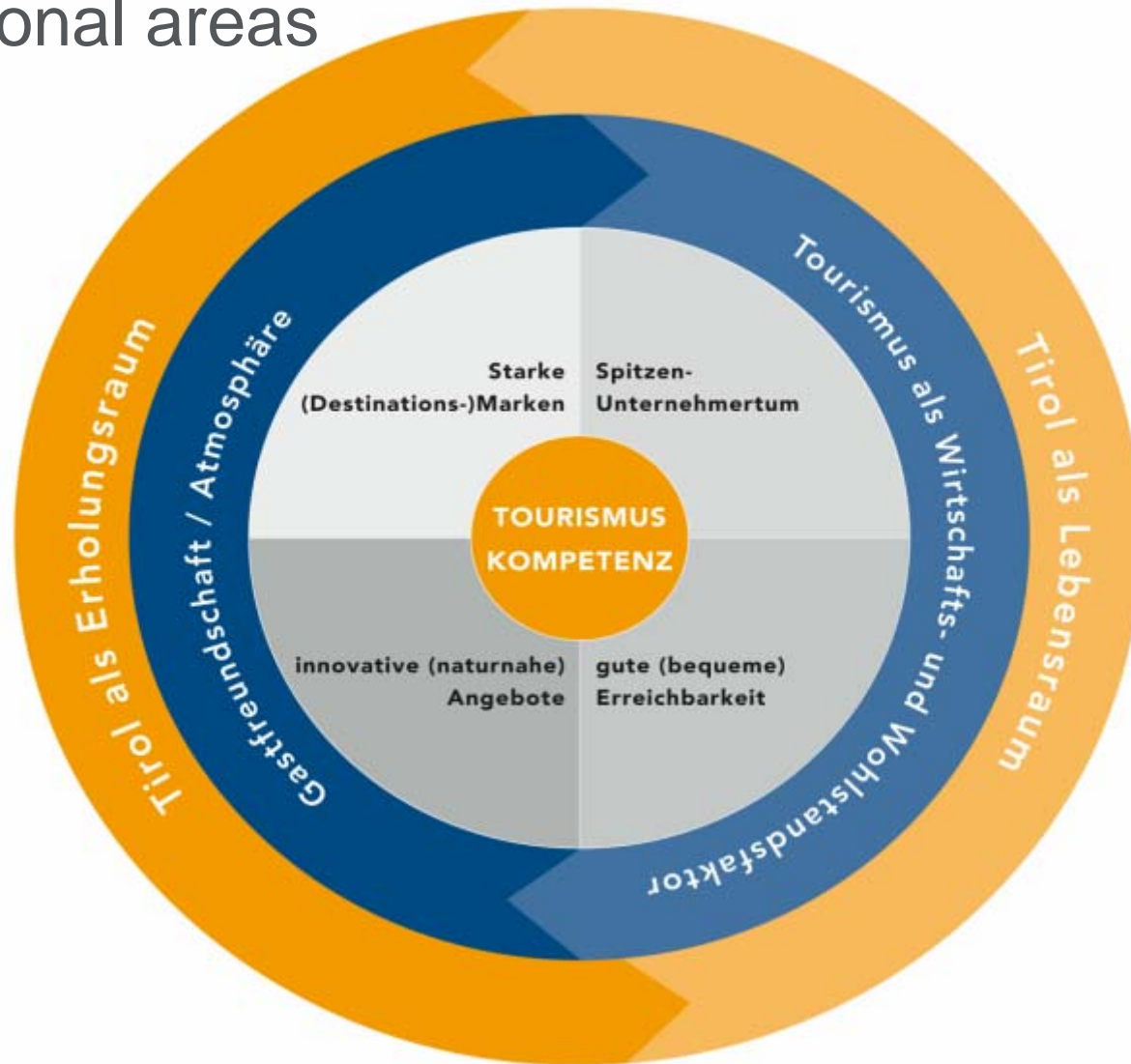
Source: Government of Tirol/Regional Planning

The Tyrolean Way - Strategy for Tourism in Tirol

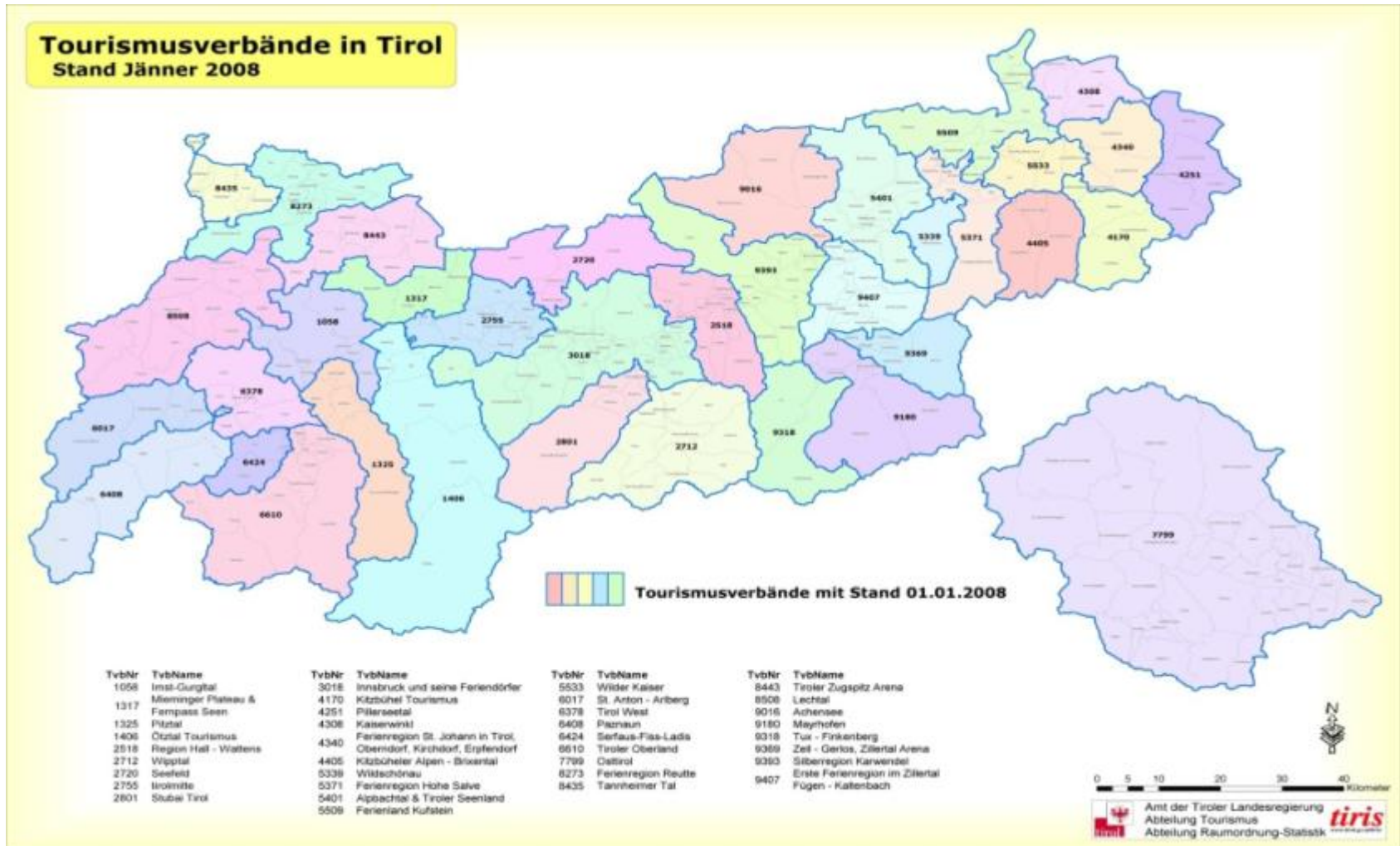
2008 - 2012



Commitment to combine living environment and recreational areas



Commitment to tourism in the entire country



Many thanks for your attention!

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