



ADVANTAGE
AUSTRIA WKO



Austria
Feel the spark

#Discover Austria

Exclusive Business Lunch
Nov. 25, 2021 | 12:30 - 2:30pm
Bisha Hotel Toronto

RE
FOCUS
AUSTRIA
L

WELCOME & GRÜSS GOTT!

There are many ways to describe Austria and one word comes up again and again:

Austria is beautiful.

There are postcard-ready landscapes with snowy mountains, crystal clear lakes, and charming villages. There are elaborate framed masterpieces by Klimt and Schiele in world-class museums that are themselves incredible works of art. There are the iconic melodies of a Mozart concert or the rhythmic and familiar tunes of Johann Strauss Jr.'s beloved waltzes. There is a capital that - year after year - is ranked as one of the most liveable cities in the world. Its rich architecture is best known for the splendour of its baroque and rococo palaces and churches, and at the same time, it is home to internationally renowned gothic and modern architecture. And there are eight more provinces within a few hours that are equally worth visiting. There is a passion for coffee and pastries, a love for “Gemütlichkeit” and wine, and culinary craftsmanship that leads to top-notch gastronomy in every corner of the country and will give you unforgettable moments.


Austria is a small, easily explored country with a high reputation. Whether you are eager to get a dose of culture or culinary delight, put on your hiking boots or race down the slopes, in Austria, you can get it all. With its central location and not less than eight neighbouring countries, Austria has always been a melting pot in the heart of Europe.

It takes a special eye to see all of Austria's wealth of grace. We invite you today to “re-discover” and “re-connect”. We know you'll fall in love over and over again, once you'll be back to capture the beauty and enjoy the beautiful moments that could only happen in Austria. Austria is looking forward to welcoming you again soon!

Gregor Postl
Austrian Consul and
Trade Commissioner

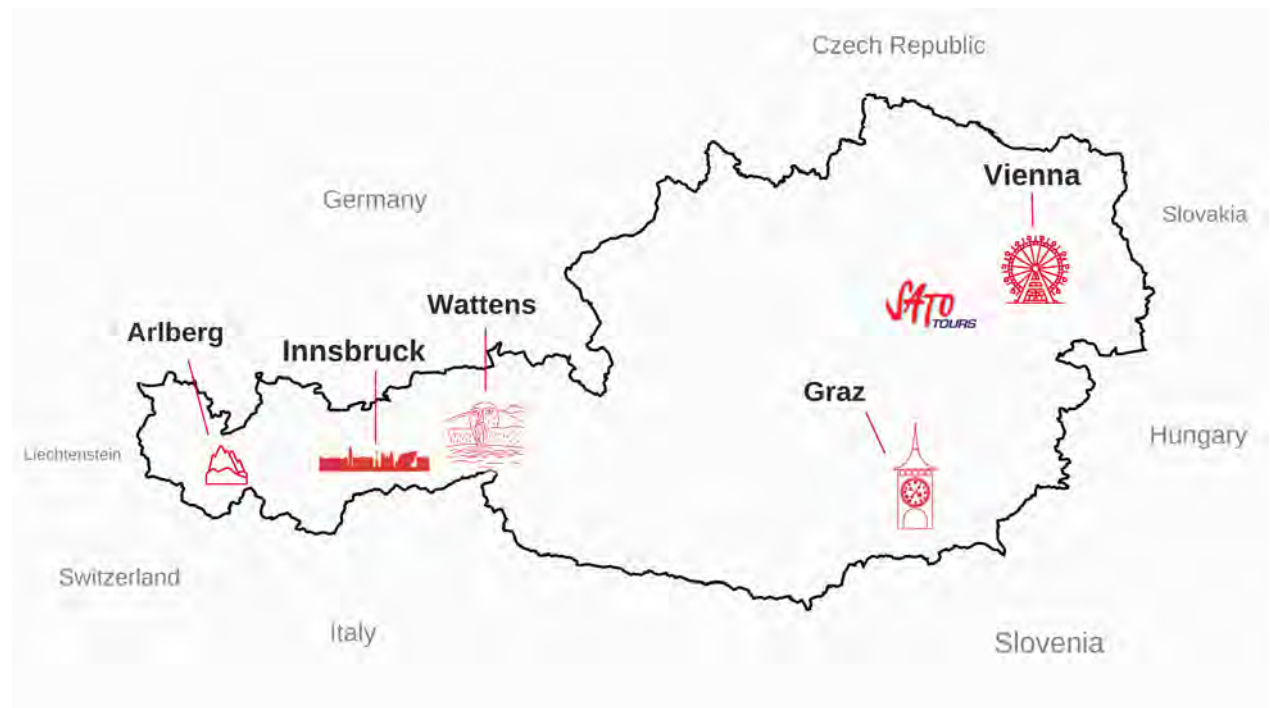
Michael Gigl
Regional Manager USA,
Canada & Australia

PROGRAM

12.30	ARRIVAL OF GUESTS AND WELCOME DRINKS Bisha Hotel Toronto Sky Suite Lakeview, 43rd Floor
12.45	WELCOMING REMARKS & INTRODUCTIONS Mr. Gregor Postl Austrian Consul and Trade Commissioner (on site)
	GREETINGS FROM THE AUSTRIAN AMBASSADOR Austrian Ambassador Sylvia Meier-Kajbic (via video)
	INTRODUCTION OF TODAY'S PROGRAM Ms. Christiane Boeck Operations & Trade Relations (on site)
12.55	SERVING OF THE FIRST COURSE (SOUP)
13.10	PART 1 - PRESENTATIONS BY AUSTRIAN PARTNERS Virtual Greetings and Updates by "Discover Austria 2021" Participants Vienna Tourist Board <i>Celebrate Life. Experience Vienna</i> Ms. Elke Bachner Market Manager Canada (via video) Mr. Armando Mendonca AMPM President and Account Director Canada supporting the Vienna Tourist Board (on site) Vienna Mozart Orchestra <i>The Paramount Music Experience</i> Contact: Mr. Pablo Bolaños Sales Director Schönbrunn Group <i>Discover Imperial Austria - Culture at its Finest!</i> Contact: Ms. Galina Frolova Key Account Manager International Austrian Gallery Belvedere Contact: Ms. Angelika Czerny Head of Tourism Kunsthistorisches Museum Vienna <i>The Imperial Collections of the Habsburgs</i> Contact: Markus Kustatscher Tourism Manager

13.35	SERVING OF MAIN COURSE
13.50	CONNECTING AUSTRIA AND CANADA Mr. Brendan Shashoua Head of Sales Canada Lufthansa Group (on-site)
13.55	SERVING OF DESSERT
13.55	PART 2 - PRESENTATIONS BY AUSTRIAN TOURIST COMPANIES Virtual Greetings and Updates by “Discover Austria 2021” Participants SATO Tours <i>Sato Tours - Travel in Style</i> Contact: Mr. Markus Martinek Director of Sales and Marketing Graz Tourism <i>Graz - Austria’s Hidden Beauty</i> Ms. Susanne Hoeller Head of Destination Marketing & Sales (via video) Swarovski Crystal Worlds <i>Swarovski Kristallwelten. The Art of Performance</i> Contact: Mr. David Zipperle Head of Tourism and Sales Innsbruck Tourism <i>Innsbruck - Where City Meets Mountain</i> Contact: Mr. Peter Unsinn Head of Market Management Arlberg Marketing <i>Arlberg – The Biggest Skiing Area in Austria</i> Contact: Ms. Irmgard Huber, Head of Sales and B2B Management
14.20	RAFFLE - WIN A GIFT
14.25	Closing Remarks
14.30	End of the Event

DISCOVER AUSTRIA - PARTNERS



VIENNA

NOW ♦ FOREVER



Vienna Tourist Board

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Market Manager Canada

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LinkedIn @vienna-tourist-board

Facebook | Instagram @ViennaTouristBoard



AMPM

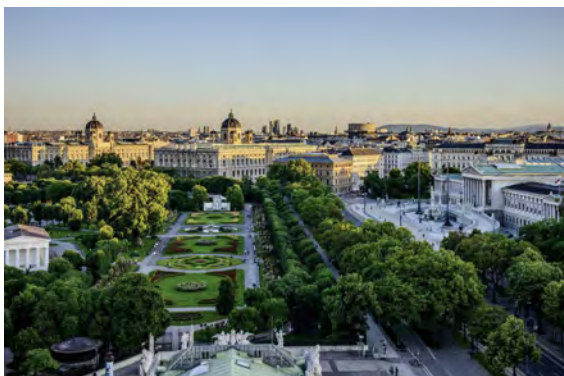
Armando Mendonca

**Account Director – Canada supporting
the Vienna Tourist Board**

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T +1 416 258 5637

Established in 1955, the board's mandate includes representing the tourist interests of the city, promoting the destination worldwide, assisting visitors with information and services, contributing to tourism measures instigated by the municipality, and promoting an understanding among residents for the tourism industry and its economic, cultural and social significance.





Vienna Mozart Orchestra**Pablo Bolanos****Sales Director**E pablo@mozart.wien

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W Public: www.mozart.wienW Business: b2b.mozart.wienInstagram [@wienermozartorchester](https://www.instagram.com/wienermozartorchester)

Twitter

Vienna MOZART Concerts in period costumes – performances in style of the 18th century musical academies at Vienna’s biggest and most famous concert halls: Musikverein’s Golden Hall and Brahms Hall. The 30 first-class musicians of the Vienna Mozart Orchestra – all in magnificent historical costumes and wigs – create a unique atmosphere.





Schoenbrunn Group

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YouTube: [@imperialaustria](https://www.youtube.com/imperialaustria)

With Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum in the Vienna Hofburg and the Schloss Hof Estate, the Schönbrunn Group administers the foremost attractions of Austria's Imperial heritage. **Schönbrunn Palace** is one of Austria's most important cultural assets and one of Vienna's major tourist hot spots, attracting millions of visitors each year. During the reign of Maria Theresa, as an imperial summer residence, **Schönbrunn Palace** became the glittering focus of court life. **The Hofburg** contains the originally preserved imperial apartments, the **Sisi Museum** and the Imperial Silver Collection. In the **Vienna Furniture Museum**, we can find one of the largest furniture collections in the world. Today the former "storage room of the Monarchy" is a universal museum of furniture and interior design. Barely an hour's drive from Vienna you come across the glory of Schloss Hof. The grounds extend across seventy hectares in eastern Lower Austria. The resplendent ensemble, the gardens and the estate farm are of outstanding significance in history.



belvedere



Austrian Gallery Belvedere

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The Belvedere is a World Heritage Site, a Baroque jewel, and the site of the Austrian State Treaty. It is both one of the oldest museums in the world and a venue for contemporary art. The unique, overall complex, with its two palaces, the Upper and Lower Belvedere, and their extensive gardens, is one of the most stunning Baroque architectural ensembles in the world. In the 18th century, the Austrian general Prince Eugene of Savoy commissioned the renowned Baroque architect Johann Lukas von Hildebrandt to build a summer residence. After the death of Prince Eugene, Empress Maria Theresa acquired the entire complex and transformed the Upper Belvedere into an exhibition venue for the imperial collections – making it one of the first public museums in the world.



KUNST HISTORISCHES MUSEUM WIEN



Kunsthistorisches Museum Vienna

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Instagram: [@kunsthistorischesmuseumvienna](https://www.instagram.com/kunsthistorischesmuseumvienna)
Spotify

The Kunsthistorisches Museum Vienna is one of the world's most important museums. Unique masterpieces by Rubens, Rembrandt, Raphael, Vermeer, Velázquez, Titian and Durer, as well as the world's largest collection of works by Bruegel document the patronage and connoisseurship of the art-loving members of the House of Habsburg. The Kunstkammer Vienna invites you to marvel at 2,200 unrivalled artworks, among them the celebrated "Saliera" by Benvenuto Cellini.





Sato Tours

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Director of Sales and Marketing

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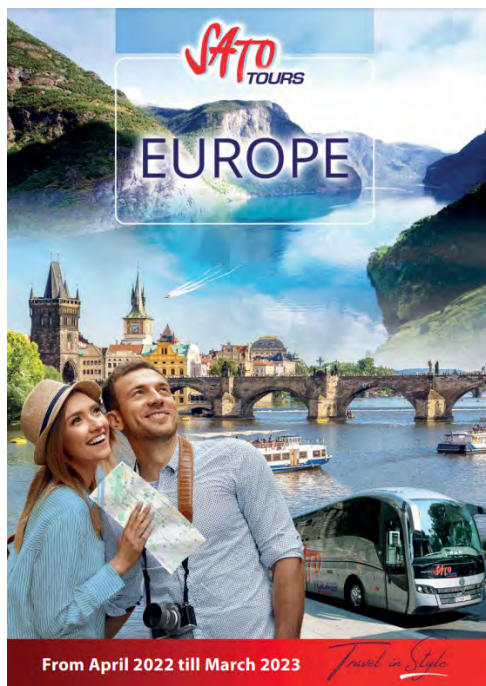
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Instagram: @satotours.en

A family-owned Tour Operator founded in 1984 and based in Vienna. Attending the segments of Corporate FIT and Events, Incentives, Leisure and Groups with a high-quality service. Our goal is to offer our customers unforgettable trips - through Austria and Europe, designed exclusively with unique details, ensuring the enjoyment of our customers through impeccable service.



PROPOSED HOTELS
(in better location of the same category)
VIENNA: AUSTRIA TRAVEL AGENCY *****
SALZBURG: AUSTRIA TRAVEL AGENCY *****
EURECA *****
HILDEBRUCK: AUSTRIA TRAVEL AGENCY *****

INCLUDED SERVICES
* 8 nights accommodation including
* 8 breakfasts
* 1/2 day private city tour in Vienna, Salzburg
and Innsbruck with English speaking guide
* 1st class train tickets Vienna-Salzburg
Innsbruck-Vienna
* private arrival and departure transfer

RATES
per person in double
Room 4 post 4100,-
Room 2 post 2100,-
Room 1 post 1100,-
Room 0 post 0,-
Room 1 post 4100,-
single supplement
4100,-
room tax 2 post

BOOKING
ID CODE: INDIVIDUAL

AUSTRIA AT ITS BEST

DAY 1: VIENNA
Arrival at Vienna Airport and transfer to your hotel. Accommodation.

DAY 2: VIENNA
Breakfast and city tour which will give you an overall impression of the most significant sights of Vienna. Along the Danube you will see the most important sights of Vienna, such as the State Opera House, the Museum of Fine Arts and the Natural History Museum. The tour will end at the Hofburg Palace, the former residence of the Habsburg family. Accommodation.

DAY 3: VIENNA
Breakfast and city tour to explore Vienna individually.

DAY 4: VIENNA - SALZBURG
Breakfast and transfer to the railway station to take the train to Salzburg. On arrival transfer to your hotel and overnight stay.

DAY 5: SALZBURG
Breakfast and transfer to Salzburg. On arrival transfer to your hotel and overnight stay.

DAY 6: SALZBURG
Breakfast and city tour of Salzburg. First walk through the old town of Salzburg where you will see the famous "Golden Roof" the Imperial Cathedral, the cathedral and the building of the Archbishop. Continuing on to the Salzburg Fortress, also the Imperial Palace of Salzburg. Accommodation.

DAY 7: SALZBURG
Breakfast and transfer to Salzburg. On arrival transfer to your hotel and overnight stay.

DAY 8: SALZBURG
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Graz

Susanne Hoeller

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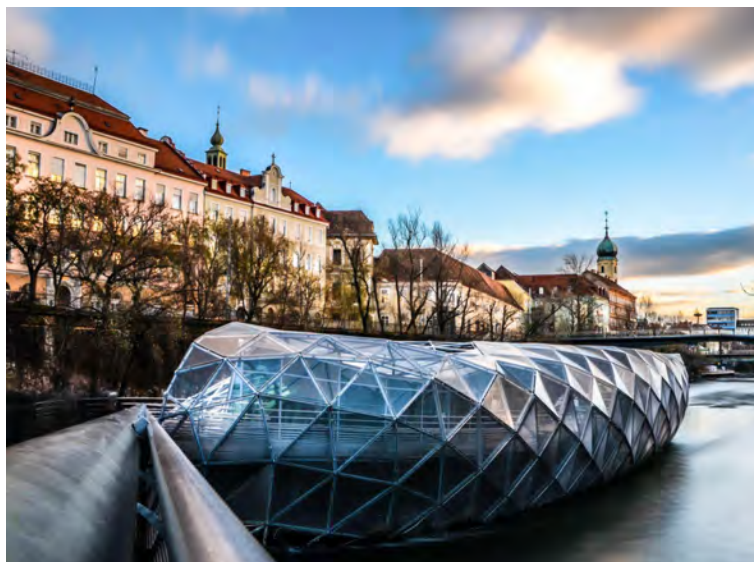
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For many years the Incoming Office of Graz Tourismus has been known as the perfect contact point for group hotel bookings and individual group programme design. We also provide you with all kinds of visuals (pictures, videos) for your online promotion. We will be your first contact for all general information on Graz, we will give you all the details about what to do and what to see in the city together with valuable information on possible itineraries. Our knowledgeable team puts together tailor-made programmes on-site, they have plenty of expertise for all special offers in Graz and the surrounding area.



SWAROVSKI

K R I S T A L L W E L T E N



Swarovski Crystal Worlds

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Head of Tourism & Sales

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Instagram | Pinterest: [@swarovski](https://www.instagram.com/swarovski)

Swarovski has had a history of tradition and success since the family-owned company was founded in 1895. Today, the fascination commanded by the crystal is greater than ever. In 1995, in response to ever-increasing interest, Swarovski created Swarovski Kristallwelten (Swarovski Crystal Worlds), where crystal becomes a complete experience. Since then, this world of fantasy has delivered moments of wonder to more than 15 million visitors. It is a mix of art and culture, entertainment and shopping. There are various attractions for all ages, for fans of crystal and connoisseurs of art, all of which make Swarovski Crystal Worlds unique in the entire world.



INNS' BRUCK



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Twitter: [@InnsbruckTVB](https://twitter.com/InnsbruckTVB)

The Innsbruck region combines an adventurous mountain destination with a cultural city trip. The Nordkette cable cars whisk visitors from the city centre up to 2000m/6500ft in just 20 minutes all year round.

In winter the SKI plus CITY pass gives access to 13 ski resorts as well as 22 sightseeing attractions all on one ticket, from Imperial Palace to Olympic Ski Jump, Swarovski Crystal Worlds and more.

In summer combine the sights with hiking, mountain biking or simply relaxing amidst the tranquil mountain scenery.





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The five locations in the Arlberg region dazzle with their charm. From the beginning of December to the end of April, 88 lifts and cable cars run along the 305 km of ski slopes, Plus almost 200 kilometres of snow depth with free space skiing options, which makes Arlberg Austria's largest interconnected ski area. During the summer months (end of June to the beginning of October), Arlberg is a popular destination for mountaineers, trekkers and mountain bikers.



TRAVEL INFORMATION

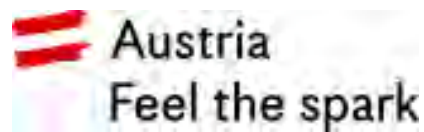
Up-to-Date COVID Travel Information

- **Austrian Embassy Ottawa**
E ottawa-ob@bmeia.gv.at
T+1 613 789 1444 Ext: 11 | Mon. to Fri. 08:00am – 04:00pm
W <https://www.bmeia.gv.at/en>
<https://www.bmeia.gv.at/en/austrian-embassy-ottawa/travel-information-on-austria/corona-virus-covid-19-and-travel-abroad/>
- **Austrian Tourist Office**
<https://www.austria.info/en/service-and-facts/coronavirus-information>

Flight Connections

- **Austrian Airlines**
Austrian Airlines' Montreal-Vienna flights restarted on Oct. 1, three times per week. Flight OS 73 will be year-round and consist of three weekly flights at the onset. It will depart from Vienna at 10:30 a.m. and arrive in Montreal at 1:25 p.m. Eastbound flight OS 74 departs Montreal at 6:45 p.m., landing in Vienna at 8:45 a.m. the following day. Book here: https://www.austrian.com/en_ca/flight-toronto-vienna.html
- **Air Canada**
Air Canada restarted its Toronto-Vienna service on July 21 with three weekly frequencies onboard its state-of-the-art 787 Dreamliner. Book here: <https://www.aircanada.com/en-ca/flights-to-vienna>

HOSTS



IN COOPERATION WITH



We thank **ReFocus Austria** for the support of the event:



NOTES

Thank you for joining us today.
Reach out. Anytime.
We are here for you.



Austria Feel the spark

Austrian Consulate General - Commercial Section

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