



INC

Outgoing Tourism to Austria

REDI

Workshop & B2B-Meetings

BLY

14.04.2026 | 09.00-13.30

WELC

OMING

www.advantageaustria.org/tr



Connecting Austria & Türkiye: B2B Tourism Exchange by Austrian Leading Sights

Date: 14.04.2026

Venue: **Radisson Blu Hotel, Istanbul Sisli**

19 Mayıs Cad. No:2 Sisli 34360 Istanbul | [Google Maps](#)

Agenda

- 09:00 - 09:30 Venue | Coffee & Networking
- 09:30 - 09:35 Workshop Opening
Gerhard Lackner, Austrian Trade Commissioner for Türkiye,
Georgia and Azerbaijan | ADVANTAGE AUSTRIA Istanbul
- 09:35 - 10:00 Welcome & Short Presentation by Hosts
- McArthurGlen Designer Outlet Parndorf
 - Schönbrunn Group
 - Swarovski Kristallwelten
 - Vienna Sightseeing Tours/Vienna Pass/Vienna City Card
- 10:00 -12:00 B2B Meetings between Austrian Tourism Companies &
Turkish Outgoing/MICE Agencies
- 12:00 -12:30 ☆Lucky Draw
Please submit your business card during registration.
- 12:30 -13:30 Lunch @Steak N More İstan'bull Restaurant

Instagram: [advantageaustria.tr](#)



LinkedIn: [ADVANTAGE AUSTRIA Türkiye](#)



McArthurGlen Designer Outlet Parndorf

McArthurGlen Management GmbH
Designer Outlet Straße 1
7111 Parndorf, Austria

W www.designeroutletparndorf.at

Designer Outlet Parndorf – More Than Just Shopping

Experience shopping at the highest level at the Designer Outlet Parndorf – just 30 minutes from Vienna. Discover over 160 international brands such as Boss, Nike, Burberry, and The North Face, and enjoy discounts of up to 70%.

For a comfortable journey, there is a daily shuttle bus from Vienna or an exclusive limousine service. Tour operators benefit from tailor-made group packages, convenient travel options, and additional services for guests (wine tasting, priority lounge).

Tourists from Turkey also benefit from tax-free shopping advantages. The Designer Outlet Parndorf is the perfect addition to any Vienna travel itinerary.

Parndorf
Designer Outlet

TM

**Schönbrunn Group**

Schloß Schönbrunn Kultur- und Betriebsges.m.b.H.
Schönbrunner Schloßstraße 47
1130 Vienna, Austria

W www.schoenbrunn-group.com

We present five of the most attractive historical locations in and around Vienna:

- Three imperial palaces with original furnishings and decorations (Schönbrunn Palace, Sisi Museum at Hofburg Vienna, Schloss Hof Estate in Lower Austria)
- Historical Baroque gardens
- The oldest zoo in the world
- The Imperial Furniture Collection

Schönbrunn Palace is one of Austria's most important cultural assets and one of Vienna's major tourist attractions, drawing 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. Embedded in the Baroque setting of Schönbrunn Palace Park is the oldest zoo in the world. Founded in 1752 by the Habsburgs as imperial menagerie, the zoo has in the meantime won multiple awards as the best zoo in Europe.

Hofburg contains the originally preserved imperial apartments and the Sisi museum.

**Schönbrunn**

WORLD HERITAGE

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 furnishing and interior design. Situated in eastern Lower Austria near Bratislava is Austria's largest rural stately home and estate, Schloss Hof Estate, measuring around 70 hectares. The resplendent ensemble, the gardens and the estate farm are of outstanding significance in history.



SWAROVSKI Kristallwelten |**Swarovski Crystal Worlds**

Kristallweltenstraße 1

6112 Wattens, Austria

W <https://www.kristallwelten.swarovski.com/en>

In honor of Swarovski's centenary birthday in 1995, Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens threw open its doors to offer a new crystal living experience, a space where science and magic meet. Under the watchful gaze of the iconic Giant, spread over 7.5 hectares this spellbinding space showcases internationally and nationally recognized artists, designers, and architects. Igniting the dreams of all who enter its embrace, the crystal gallery experience of the Chambers of Wonder, the expansive gardens and ever-changing exhibitions has entranced and enticed over 18 million visitors since its opening.

As exhilarating retail extensions of this wondrous world, Swarovski Kristallwelten Stores in Innsbruck and Vienna, continue to embrace the mesmerizing magic of the beloved crystal destination, with the trio merging to form the internationally acclaimed D. Swarovski Tourism Services GmbH. Providing a one-of-a-kind encounter of art, nature and shopping – in one of the largest crystal retail spaces in the world –

SWAROVSKI

Kristallwelten



with a year-round program of events for all ages highlighting culture, lifestyle, and Austrian heritage, Swarovski's very own wonderland continues to captivate and spark imagination. Transforming crystal into a living breathing adventure, guests are assured of a unique and astonishing encounter every single visit.

Vienna Sightseeing Tours

Wiener Rundfahrten GmbH & Co. KG

Opening 3-5, Top 508-529,

1010 Vienna, Austria

W <https://www.viennasightseeing.at/en>

For over 50 years, Vienna Sightseeing Tours has been delighting visitors from near and far with a diverse range of tourist services and offers the largest hop-on hop-off route network in Vienna, with 50 stops.

Discover Vienna's most beautiful sights with Vienna Sightseeing Tours—whether you choose the hop-on hop-off buses, the popular Vienna PASS, or the Vienna FLEXI Pass. The Schönbrunn Panorama Train offers a comfortable way to explore the majestic Schönbrunn Palace area.

On our numerous guided tours, we show you some of the most beautiful places, such as Hallstatt or Salzburg. With the Vienna City Card, you can use all public transport for 24, 48, 72 hours, or 7-day-optional add-ons include hop-on hop-off access and airport transfers.

