

Invitation to the press conference  
**‘Austria at the ITB Berlin’**  
on Tuesday, 4 March 2025, 10 a.m.

ITB 2025, the world's largest B2B trade fair for tourism, will take place from 4 to 6 March in Berlin. This year, Austria will be presenting itself in an even larger area, with more exhibitors and a focus on Austria's strengths as a culinary destination.

To kick things off, **Austria Tourism, together with the regional tourism organisations and the Austrian Leading Sights**, will host an opening press conference.

The focus of the event will be on setting the course for tourism policy, innovations in Austrian tourism in general, current trends, cultural highlights and Austria now more than ever highlighting its food and drinks scene.

**On the panel:**

- **Astrid Steharnig-Staudinger**, Managing Director of Austria Tourism
- **Michael Feiertag**, Managing Director of Styria Tourism, representing Austria's regional tourism organisations
- **Klaus Panholzer**, President of Austrian Leading Sights and Managing Director of the Schönbrunn Group

**Details:**

- Press conference: Tuesday, 4 March 2025, at 10 a.m.
- Location: At Platzl in the centre of the Austria stand - Messe Berlin, HUB27, Stand 106, Jaffestraße 2, 14055 Berlin

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### Further media dates:

There will be further media talks on the same day covering Austria's culinary scene and the German market. Please note the limited number of places per meeting and register in advance (max. 15 people).

Culinary study presentation: Tuesday, 4 March 2025, at 11:30 a.m.: How important is the regional food and drinks offer for guests planning a holiday in Austria? – The results will be presented exclusively at ITB 2025.

Press briefing on the German tourism market: Tuesday, 4 March 2025, at 14:30: The results of the German Travel Analysis for Austria have just arrived. How has the travel behaviour of our German guests changed? What exciting developments are there?

### Details:

- Location: CEO Lounge at the Austria stand
- Address: Messe Berlin, HUB27, Stand 106, Jafféstraße 2, 14055 Berlin

Please register for the press conference and the press talks (can be attended separately) by 28 February 2025 at [medien@austria.info](mailto:medien@austria.info).

For further enquiries:

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