

Destination Parks – Event series 2018

Tourism cooperation and marketing of nature experiences in Austria

Styria and Carinthia, 3-5 December 2018

ALPARC has selected the Austrian provinces of Styria and Carinthia and their parks for this second exchange event as part of the Destination Parks project. In particular, regional tourism strategies with a focus on protected area tourism as well as cooperation with tourism associations and tourism service providers should be in the foreground. With the insights into the tourism work of the nature park management in both federal states, product development and marketing will also be addressed.

Gesäuse National Park Region and Nature Parks Styria: Strategy and Branding, Tourism Cooperation and Partner Companies

The Gesäuse National Park Region is interesting for the Destination Parks project: it is home to several types of protected areas (in addition to the National Park, there is also a nature park, a wilderness area project and nature reserves) and the local actors are building on the natural treasures and near-natural mountain sports in positioning and marketing tourism. In recent years, the region's image and the tourist target groups have been rejuvenated. In addition, the tourism strategy of the Austria National Parks and the long-standing and successful cooperation (in the form of a working group) between the Styrian Nature Parks and tourism will be the subject of exchange. Cooperation with tourism service providers as partner companies will also be discussed.

Visit of the nature parks Carinthia: Marketing of nature experiences

Similar to Styria, the Carinthian nature park management works closely with tourism. With the "Magical Moments", high-quality nature experience products were developed, which are accompanied by trained guides. We also take a look at the case study of the Dobratsch ski area and nature park: after a few winters with little snow, the ski lifts on the Dobratsch had to close in 2003. Today the mountain and nature park attracts many winter hikers and ski tourers. The region shows how tourism works, summer and winter, for different tourist target groups.

Visit of the nature parks Carinthia: Marketing of nature experiences

Wednesday, 5 December 2018, Villach

- 7h30 Departure to Villach, approx. 3h drive by car/ minibus
- 10h30 Visit Dobratsch Nature Park - Winter concept (important: good winter clothing and shoes!) - Ranger Nature Park
- 13h00 Lunch
- 14h30 Presentation Villach Tourism Region and Dobratsch Nature Park - Georg Overs (GF Villach Region) + Robert Heuberger (GF Dobratsch Nature Park)
- Cooperation and marketing, "Magic Moments" product range
- 17h30 Departure to the magic moment "unplugged nature park" in Heiligengeist ob Villach - nature park Rangerin
- Overnight stay on site*

Thursday, 6 December 2018

Individual departure

Practical information

Registration and Reservations

Reservations are made centrally by ALPARC. **Please make a binding reservation by 9 November using the following form:** <https://goo.gl/forms/lktaC1kMS1Pl4pG52>

Cost, lodging and expenses sharing

ALPARC will cover the cost of meals and transport within the programme (including the transfer to Villach on day 3, but not the arrival and departure). A contribution towards expenses of 50 € per participant is requested. The participants pay their own accommodation costs (approx. 60 € per night incl. breakfast).

Getting there

- **By train:** next train stations Arrival: Admont, Selzthal, departure: Villach; for international train tickets see trainline.com, Nightjet from Zurich on arrival (Selzthal station)
- **Nearest airports:** Salzburg SZG, Graz GRZ, Klagenfurt KLU
- **Carpooling with ALPARC:** possible on request

For further information please visit our website (<https://goo.gl/dj6H4R>) or contact us:

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