

A scenic landscape photograph showing a calm lake in the foreground reflecting a large, snow-capped mountain range in the background. The sky is clear and blue. A few evergreen trees are visible on the left side of the frame. A small figure of a person is visible on the grassy bank near the water's edge.

# Tirol – Business and Science Location with bright prospects

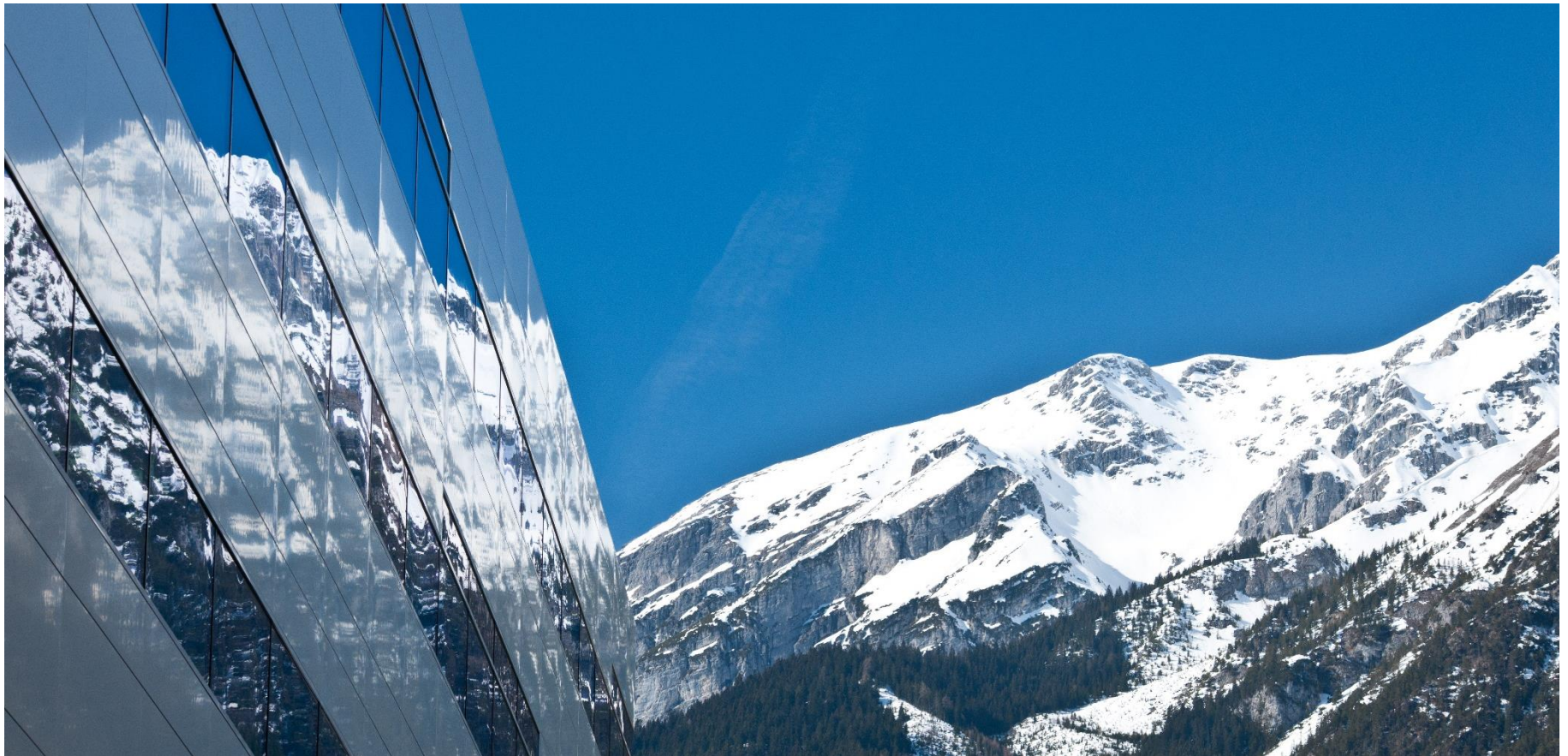


# Tirol

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- 746,000 inhabitants
- 12,647 km<sup>2</sup> area: 1,500 km<sup>2</sup> = 12 % habitable
- Region with high standard of living: unique landscape, nature, sports, culture
- Ideally located among the most important areas of Central Europe (Munich, Milan, Zurich, Vienna)



# Business Location Tirol

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# Tirol - Economy

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- More than 43,776 businesses (2017 acc. to WK Tirol)
- Economic output 22.3 billion Euro
- GDP/capita (2016): 42,000 Euro
- Medium and Large Enterprises (above 50 employees): 1.5%
- 325,000 employed persons
- 20,000 SMEs with 175,000 employees
- Unemployment rate (AMS 02/2016): 6.4 %
- Export quota Tirol 2014: 58 %



# Tourism in Tirol

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# Economy: Focus Tourism

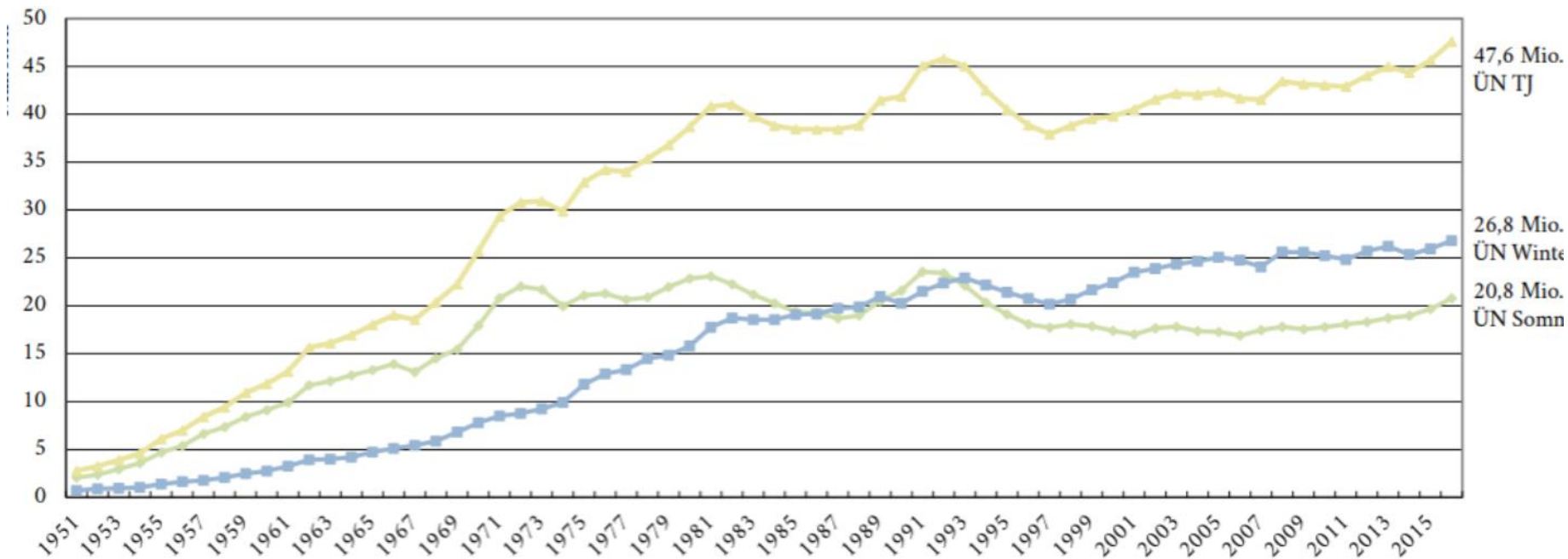
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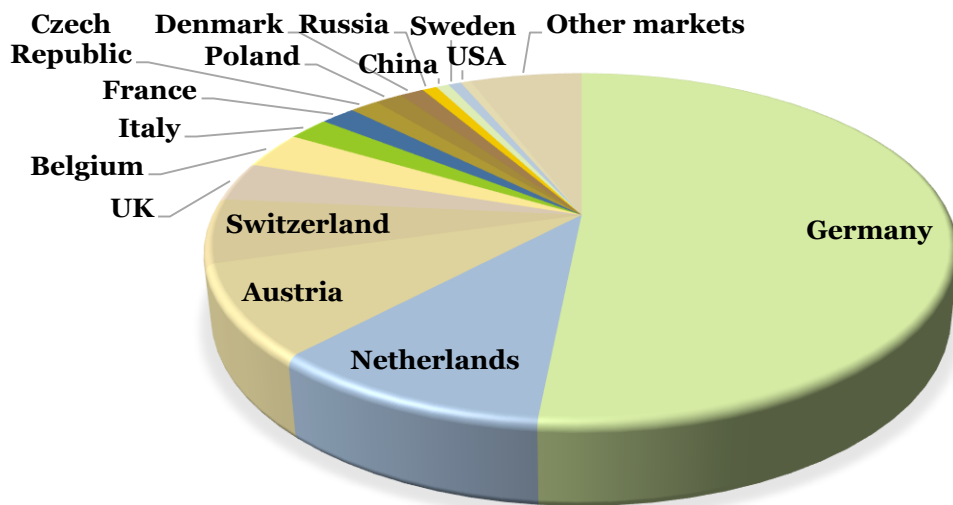
- 60,000 employed persons (self-employed and dependent; full-time-equivalents)
- 50,000 in so-called „characteristic tourism industry“: accomodation services and catering industry, passenger transport and travel agencies, culture, sports, entertainment). Rest in tourism-related branches
- Touristic gross value added in Tirol € 4.5 billion
- 17.5% of overall gross value added of Tirol (Austria-tourism: 5,3% of GDP)

# Overnight stays since 1951

- Increase in the winter season 2015/16
- Summer: declining since beginning of the 90ies, since 2009 slight increase, 2016 best result since 1993



Quelle: Amt der Tiroler Landesregierung, Sg. Landesstatistik und tiris



country	No overnight stays	share	% 05/06-15/16
Germany	24.528.524	51,6%	+10,1%
Netherlands	4.952.773	10,4%	+5,7%
Austria	4.076.688	8,6%	+16,5%
Switzerland	2.846.058	6,0%	+44,6%
UK	1.714.104	3,6%	-9,1%
Belgium	1.624.427	3,4%	+10,0%
Italy	1.022.004	2,1%	+0,2%
France	859.874	1,8%	-9,2%
Czech Republic	702.087	1,5%	+93,6%
Poland	677.373	1,4%	+99,5%
Denmark	585.282	1,2%	+7,8%
Russia	359.431	0,8%	+31,7%
China	317.131	0,7%	+494,7%
Sweden	314.350	0,7%	+27,1%
USA	252.289	0,5%	-11,7%
Other markets	2.742.813	5,8%	+53,4%
	47.575.208		+14,2%

# Target Markets 2015/2016





# Standortagentur Tirol

Agency for Technology and Innovation

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# Standortagentur Tirol

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- Founded in 1997
- Fund under public law
- Annual budget: approx. 7 mio Euro
- 50 team members (FTE)

## **Mission**

- Networking economy & science
- Marketing of Tirol as a successful and promising business and science region
- Support, interest and settle foreign investements and companies
- Consultation and advising the use of local, national and European funding programmes in the R&D-sector



# Economic areas of strengths

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# Tirol is top in...

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## **5 clusters**

More than 500 closely linked companies and research institutions from in- and outside of Tirol

- Information Technologies
- Life Sciences
- Mechatronics
- Renewable Energies
- Tourism and Wellness



# Cluster Tourism and Wellness Tirol

109 Members

[https://www.standort-tirol.at/page.cfm?vpath=cluster-partners/tyrolean-clusters/wellness&switchLocale=en\\_US#key-areas](https://www.standort-tirol.at/page.cfm?vpath=cluster-partners/tyrolean-clusters/wellness&switchLocale=en_US#key-areas)

# Cluster Tourism Tirol – innovative projects

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- Furtenbach adventures –special drones suitable for mountain filming (2016 Mt. Everest)
- Speed U Up – use of semantic data and annotation of data for tourism associations; content marketing, link between booking and travel data with social media or user profiles
- Serenissima informatica – comprehensive software package for hotels
- Cheers.House – relationship management platform for rural restaurants
- Powunity: NeverLoose: bluetooth tracking and alarm system for skis
- Zirb – aerator made from arolla pines (special conifer in the alpine region)
- Snow management, data ski glasses, beacon technology for cross-country ski-trails, etc.



EUROPÄISCHE UNION  
Europäischer Fonds für regionale Entwicklung  
UNIONE EUROPEA  
Fondo europeo per lo sviluppo regionale

# Interreg

Italien • Österreich

Italia • Austria



## **WinHealth EU-project: Austria, Italy, Switzerland**

# Interreg-project WinHealth

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**Duration:** November 2016 – April 2019

**Funding:** 1.2 Mio Euro – ca. 400,000 Euro for partner from Tirol

Analyse and recapitalize sustainable potentials of health and medical tourism for the alpine winter tourism

## **Goals:**

- 2 bookable, evidence-based, products for health and medical tourism
- increase arrivals (5 Mio. in project area)
- development of a qualification-model
- positioning of the pilot regions as „health regions“

<https://www.standort-tirol.at/page.cfm?vpath=cluster/internationale-projekte/winhealth>





# Topics for interalpine cross-border investment platform

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# Investment topics – tourism Tirol

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**Dietary cuisine:** develop and market dietary/healthy offer

- Qualification and training measure together with tourism enterprises and restaurants
- Digitalisation of services and development of an app



**Health and medical tourism**

**Evidence-based wellness-treatments** and preventive measures and their effects and effectiveness

- spa, sauna, yoga, massages, exercise (hiking), respiratory therapy, meditation
- Cluster is member in „Mental Wellness Initiative“ of the Global Wellness Summit

**Infrastructure measures:** ski lifts, snow production facility, etc.

- „Hardware“-innovations: cooling technologies, advanced materials, hygiene

# Investment topics – tourism Tirol

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## **Energy-efficient hotel industry**

- Together with Energy-Cluster Tirol
- Demonstration-Hotel

## **Human resource projects**

- Need for qualified staff and professionals
- to foster and develop tourism sector as attractive employer
- Flexible working hours, motivation to stay in tourism, healthy workplaces

**Mobility and transport:** environmentally friendly travel concepts

**Digitalisation of booking and marketing instruments**



# Investment and funding

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# Regional Funding, Grants & Incentives

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- Grants: Tyrolean Technology and Innovation Funding Programme  
8 Mio. Euro/year
- Bonus for SME investments – covering between 5 % and 25 %  
(in East Tirol) of costs
- Bails and loans at reduced rates of interest to secure the investment
  - 5,000-100,000 Euro: interest rate between 0.4 and 0.75%, 5 or 10 years
- Business Angels and investors platforms
- Start.up-Tirol (startup.euregio)

# National Funding

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ÖHT – Austrian Hotel and Tourism Bank (<http://www.oeht.at/home/>)

- Different grants: e.g. digitalisation of tourism companies, lighthouse projects
- Loans: TOP-Tourism-credit, TOP-Impuls-credit,
- 2016: 724 grants – 16 Mio Euro, 94.3% SME, investment (loans) 663 Mio. Euro
- Tirol 1. place 27% of Austrian budget
- We4tourism – crowdfunding-plattform

FFG – Austrian Research Promotion Agency (<https://www.ffg.at/en>)

- Industrial research and development
- From SME to large enterprises
- Service innovation projects: 95 Mio. Euro

aws – Austrian Business Services Agency (<https://www.aws.at/en/>)

- Start-up, growth and internationalisation support (grants and loans)

# European funding

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## **Horizon 2020** - SME-Instrument

- difficult for service innovations

## **InnovFin** – EU Finance for Innovators

## **COSME** – Access to risk finance

- No direct credits to companies
- financial intermediaries (aws and Unicredit in Austria)
- Independent from the degree of innovation
- <150,000 Euro



# **WIRE – Week of innovative Regions Innsbruck, 4.-6. July 2018**

**[www.wire2018.eu](http://www.wire2018.eu) → Call for ideas!**





**CHRISTINA LERCHER**  
**Standortagentur Tirol**  
Innovation and Cluster Services  
Enterprise Europe Network

Ing.-Eitzel-Straße 17  
6020 Innsbruck · Österreich

+43.512.576262-234 *t*

+43.512.576262-10 *f*

christina.lercher@standort-tirol.at *e*

www.standort-tirol.at *w*

# Thank you very much for your attention!



Die Cluster der Standortagentur Tirol werden  
aus Mitteln des Landes Tirol und des Europäischen  
Fonds für Regionale Entwicklung (EFRE) kofinanziert.