Tirol — Business and Science Location with bright prospects
Tirol

- 746,000 inhabitants
- 12,647 km² area: 1,500 km² = 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
Tirol - Economy

• 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 %
Economy: Focus Tourism

- 60,000 employed persons (self-employed and dependent; full-time-equivalents)
- 50,000 in so-called „characteristic tourism industry“: accommodation 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
Target Markets 2015/2016

<table>
<thead>
<tr>
<th>Country</th>
<th>No overnight stays</th>
<th>Share</th>
<th>% 05/06-15/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>24,528,524</td>
<td>51,6%</td>
<td>+10,1%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>4,952,773</td>
<td>10,4%</td>
<td>+5,7%</td>
</tr>
<tr>
<td>Austria</td>
<td>4,076,688</td>
<td>8,6%</td>
<td>+16,5%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2,846,058</td>
<td>6,0%</td>
<td>+44,6%</td>
</tr>
<tr>
<td>UK</td>
<td>1,714,104</td>
<td>3,6%</td>
<td>-9,1%</td>
</tr>
<tr>
<td>Belgium</td>
<td>1,624,427</td>
<td>3,4%</td>
<td>+10,0%</td>
</tr>
<tr>
<td>Italy</td>
<td>1,022,004</td>
<td>2,1%</td>
<td>+0,2%</td>
</tr>
<tr>
<td>France</td>
<td>859,874</td>
<td>1,8%</td>
<td>-9,2%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>702,087</td>
<td>1,5%</td>
<td>+93,6%</td>
</tr>
<tr>
<td>Poland</td>
<td>677,373</td>
<td>1,4%</td>
<td>+99,5%</td>
</tr>
<tr>
<td>Denmark</td>
<td>585,282</td>
<td>1,2%</td>
<td>+7,8%</td>
</tr>
<tr>
<td>Russia</td>
<td>359,431</td>
<td>0,8%</td>
<td>+31,7%</td>
</tr>
<tr>
<td>China</td>
<td>317,131</td>
<td>0,7%</td>
<td>+494,7%</td>
</tr>
<tr>
<td>Sweden</td>
<td>314,350</td>
<td>0,7%</td>
<td>+27,1%</td>
</tr>
<tr>
<td>USA</td>
<td>252,289</td>
<td>0,5%</td>
<td>-11,7%</td>
</tr>
<tr>
<td>Other markets</td>
<td>2,742,813</td>
<td>5,8%</td>
<td>+53,4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>47,575,208</strong></td>
<td></td>
<td><strong>+14,2%</strong></td>
</tr>
</tbody>
</table>
Standortagentur Tirol
Agency for Technology and Innovation
Standortagentur Tirol

- 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 investments and companies
- Consultation and advising the use of local, national and European funding programmes in the R&D-sector
Economic areas of strengths
Tirol is top in...

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
Cluster Tourism Tirol – innovative projects

- 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.
WinHealth EU-project:
Austria, Italy, Switzerland
Interreg-project WinHealth

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
Investment topics — tourism Tirol

**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

Energy-efficient hotel industry
• Together with Energy-Cluster Tirol
• Demonstration-Hotel

Human ressource 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
Regional Funding, Grants & Incentives

- 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

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 – crowdfounding-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

**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 ➔ Call for ideas!
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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.