



Virtual and Smart Cultural Tourism

Regional Partner Contributions

Lower Austria, TMO

Thomas Aigner



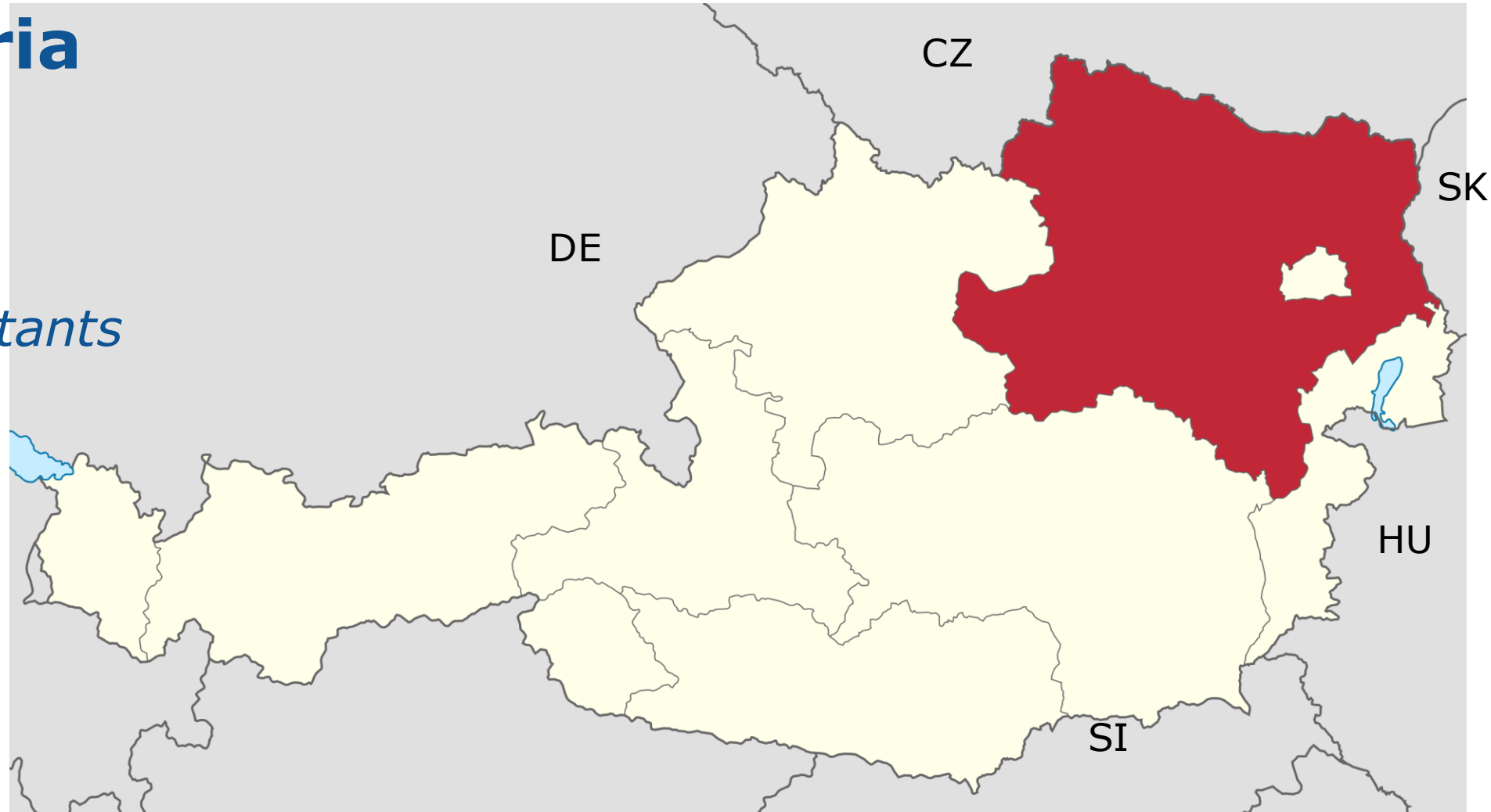
Interregional Partnership
Virtual and Smart
Cultural Tourism



Lower Austria

~ 20.000 km²

~ 1.7 Mill. inhabitants





Donau Niederösterreich



Wiener Alpen



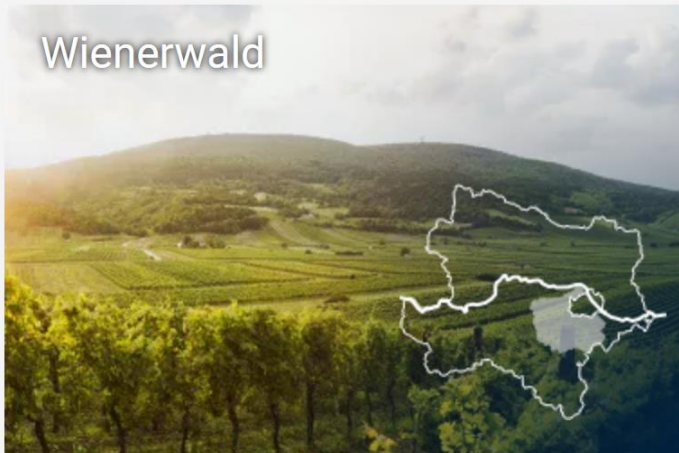
Waldviertel



Weinviertel



Wienerwald



Mostviertel





Melk Benedictine Abbey



Rapottenstein Castle



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Hermann Nitsch Museum



Some Facts and Figures

- *700 museums*
- *300 registered sites (NÖ Card)*
- *7.6 mill. overnight stays (non pandemic times)*

Capital of Vienna:

- *1.9 Mill. Inhabitants*
- *17.6 mill. overnight stays (non pandemic times)*





Perspectives

- *Take advantage of the full potential of digital tourism tools*
- *Approach new target groups*
- *Gain expertise and experience on best practices*
- *Overcome barriers in accessing CH*
- *Becoming part of international network*
- *Interregional cooperation*



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**We are looking forward to
a fruitful cooperation!**