
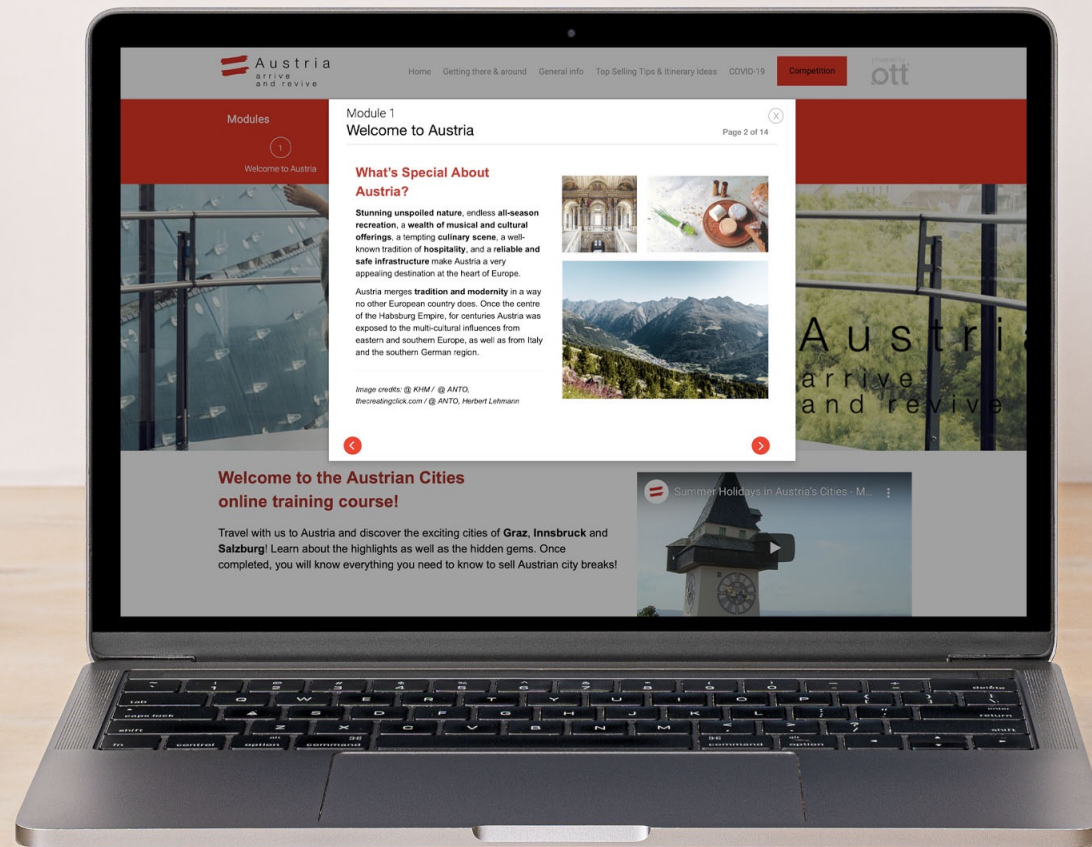


Success Story: Austrian Cities

Launched in 2018, the Austrian Cities OTT course familiarises agents with some of the country's hidden gems: the cities of Graz, Salzburg and Innsbruck. The course was one of the most popular on the platform in 2020.

 [View the Austrian Cities course](#)





Goals

Increase awareness of Austrian Cities as a destination for leisure breaks and business travel.

Extend the reach of the Austrian National Tourist Office's in-person trade promotional activities.

Marketing

Channels: email, featured listings, social media

Strategy: campaigns were personalised with clear messaging to targeted agents. Incentives included 3 weekend breaks to be won.

Messaging: well-structured content offered a value-add of helpful selling tips for agents as well as destination knowledge. Plus the opportunity to win a great prize!

Results


2858 travel agents completed the course over 2 years.

95% of agents starting the course finished it.

17 mins: average time spent on the course, giving the Austrian National Tourist Office's **48,586** brand attention minutes.

"Being one of the top courses this and last year is great to hear. I would say it exceeded our expectations. There are so many courses out there and agents don't have an infinitive amount of time, so I appreciate them learning about Austria and it is fantastic to see such a high completion rate."

Hannah Zajic
United Kingdom Trade & Marketing Manager
Austrian National Tourist Office

 [Read more here](#)