

February 6, 2008

Dear Reader,

We received **great feedback** from Ioana Marin, Go Travel Romania, after we organised a concetive for one of her clients to Vienna:

*"Our agency as well as our client was extremely satisfied with the experience of working with your company in Vienna. We are more then pleased with the efficiency and with the professionalism shown by Invent Austria in handling this event. The client informed us that everything was great, very well organized, the guide was very helpful, the hotel's and restaurants' services were excellent. Thank you very much for the collaboration and keep up the good work!"*

More references from our clients on [www.invent.at](http://www.invent.at)

Do you also want to suggest **Austria, the Czech Republic, Hungary, Germany, Slovenia, or Croatia** to your clients?

With the below information you will get a better idea of those countries. Here are interesting facts and news you may, or may not know:

**> Munich celebrates its 850th anniversary in 2008!**

Munich, situated in the south of Germany and near to the Bavarian Alps, is a **sophisticated city** that enjoys contradicting itself: **Big-city style** and **rural charm**, **Alpine character** and **Mediterranean verve**, **art treasures** and the **Oktoberfest, traditional customs** and **high technology, beer gardens** and **haute cuisine, operas** and **in-bars** – these are all ingredients of the special "Munich mix" that makes Bavaria's state capital so endlessly fascinating, and so popular with visitors from all over the world.

The city is a **haven for all sorts of culture**, with a staggering array of museums, a vibrant arts scene and the infamous revels of Oktoberfest. Bavaria is souvenir-iron Germany at its postcard best, and the fairy-tale Gothic, Biergarten-filled city of Munich is no exception. Munich is a compact city, but you could easily spend several weeks exploring its **museums, architectural treasures** and **idyllic surrounds**. The Altstadt (old town) is a pleasure to stroll around, with its **grand avenues and spacious squares** that recall the glory of Bavaria's monarchy.

This wonderful city celebrates its 850<sup>th</sup> anniversary this year.



**> Expect emotions!  
Join the European  
Football  
Championship - in  
Austria, June 2008.**

**16 teams, 31 games, 2 host countries**, and millions of enthusiastic fans: the UEFA EURO 2008™ in Austria & Switzerland promises to be an unforgettable sports event, right in the league of the FIFA World Cup and the Olympic Summer Games.

On **7 June 2008**, at exactly 6.00pm, the European Football Championship 2008™ will kick off in Basel, Switzerland. 31 games later – on 29 June 2008, the new European champion will be crowned after the final round in Vienna. The **co-hosts Austria & Switzerland** will be entirely dedicated to football for 23 days and the countdown for all preparations in Austria's "ring of four" **match cities – Innsbruck, Salzburg, Klagenfurt & Vienna** has begun.

**Innsbruck**, host for three matches, at the heart of the action as it is geographically located right **in the middle between the opening match city, Basel & the finale in Vienna**. Here, the fan mile stretches from the stadium near the Olympic ski jump Berg Isel up to the mountain arena of the Seegrube, on 1.900m.

**Salzburg, the birthplace of Mozart** and home to the famous Salzburg Festival, bound to turn its Stage of the World grassy green for 23 days & especially the 3 matches decided here. A combination of culture, history & sports serving as a perfect setting for fans to go exploring.

Finally, **Austria's capital Vienna** becomes the centre of all attention.

7 Games – 1 Finale. 53,000 people in the ring of Ernst Happel Stadium. Many more on the streets and at the Rathausplatz with the big public viewing screens - for all who like to mix cultural delights with football evenings served over a delicious Wiener Schnitzel.

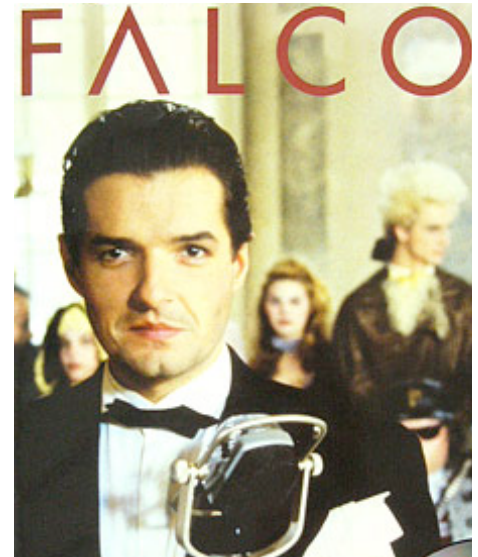
Austria might not have had great international successes of football-glory, yet one thing is certain – during the European Football Championship 2008™ in June 2008, it will prove once more that it is **the world's most charming host, uniting football fans from all over the world.**



**> In memoriam  
 Falco**

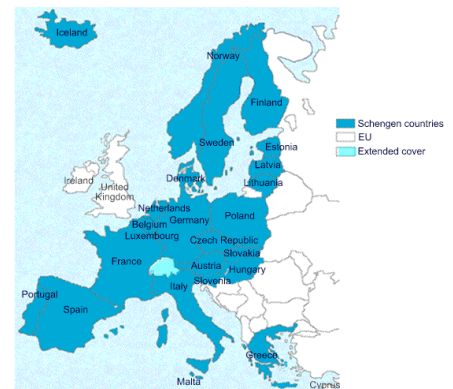
Johann Hölzel (February 19, 1957 – February 6, 1998), better known by his stage name **Falco**, was a **hip hop, pop and rock star**. His albums and singles have **sold about 60 million copies worldwide**. He is one of the **first white rappers** with commercial success.

Falco started playing the bass guitar in local bands such as The Hallucination Company. His first solo album, "Einzelhaft" (solitary confinement) sold more than seven million copies and **the single "Der Kommissar"** (The Commissar) was a great success not only in Austria. The next album "Junge Roemer" (Young Romans) was loved by critics but too refined, too far ahead of its time to be bought by the masses. His third album, "Falco 3", and the single **"Rock me Amadeus"** went **number 1 in Austria, Germany, England, South Africa, Canada in end of 1985**. His song "Rock Me Amadeus" **hit #1 on the Billboard 100 on March 29, 1986 and stayed there for four weeks**. After releasing several more albums, e.g. "Emotional" and "Nachtflug" he moved to the Dominican Republic. On February 6, 1998 a bus ran into his car as Falco was going out of a parking lot, and he died on spot. Hundred thousand Viennese joined the funeral in Vienna. The album was released post mortem as **"Out of the Dark"**. In February 2008, the premiere of a movie about his life took place.



**> updated  
 Schengen  
 Agreement**

On 21st December 2007, nine EU countries joined the Schengen zone. The new countries are Poland, **Hungary**, the **Czech Republic**, Slovakia, **Slovenia**, Estonia, Latvia, Lithuania and Malta. **Schengen zone allows people to travel within the EU without having their passports checked**. Experts agree that this is an important development for the tourism industry. Nowadays, the travelers need to obtain only one visa for all the countries that are in the Schengen zone. Romania and Bulgaria as well as the UK and Ireland are not part of the project. **The Schengen zone is mainly about simplification since it saves time and money**. No wonder the tourism industry players broadly embraced the idea. Tourism accounts for some 4% of the EU's economy and Europe is the world's most popular tourism destination (it accounted for 54% of world's tourism in 2006).



I am looking forward to receiving your feedback and your requests in the near future.  
 Kind regards,  
 Birgit Kraus