

## Successful ÖHV Congress 2025 at Congress Innsbruck

*From 22 to 24 January 2025, Innsbruck was at the centre of the Austrian hotel industry: the Congress of the Austrian Hotelier Association offered a comprehensive programme of lectures, workshops and opportunities for personal exchange for 650 professional participants from all over Austria. The organisers summed up the successful congress in the alpine-urban centre of Austria's strongest tourism region with satisfaction.*

**Innsbruck, 28/01/2025.** What characterises the guests of tomorrow? Which new approaches in hotel marketing bring measurable success? Which AI tools make everyday work easier? The high-profile speakers at this year's ÖHV Congress at Congress Innsbruck addressed these and many other topical questions. The renowned congress is the most important platform for the Austrian hotel industry and brings together decision-makers from the sector every year to discuss current challenges and forward-looking topics.

### ***Incentives for an innovative hotel business***

With the motto 'New paths, new guests', the congress was dedicated to the most pressing issues in the hotel industry. The focus was particularly on the guest structures of the future, challenges such as the skilled labour shortage, sustainable business models and the use of technology to meet the increasing demands of guests. "Innsbruck has once again proved to be the perfect host for the ÖHV Congress. With its unique combination of urban flair and alpine ambience as well as the Congress Innsbruck as a top venue, the city offered the ideal stage for exciting discussions and the exchange of forward-looking ideas," summarised Walter Veit, President of the Austrian Hotel Association (ÖHV).

### ***Cutting-edge presentations by leading industry experts***

The top-class speakers at the congress included innovation strategist Toan Nguyen, bestselling author Anitra Egger, futurologist Bettina Ludwig or Marriott International President for EMEA Satya Anand. The presentations provided inspiration and lively discussions on current trends, pioneering strategies and examples of best practice. The congress was framed by an eventful and dialogue-promoting evening and supporting programme in and around Innsbruck.

### ***Innsbruck as the centre of the Austrian hotel industry***

**Christian Mayerhofer**, Managing Director of Congress Messe Innsbruck (CMI), is delighted about the cooperation between the ÖHV and CMI for the congress and emphasises the importance of Innsbruck as a venue: "We are delighted that the ÖHV Congress was hosted in Tyrol, Austria's strongest tourism region, and was an extremely successful event with 650 participants. The high level of interest shown by the professional participants demonstrates the importance of this platform for the industry. The ÖHV Congress also emphasises the close connection between Congress Messe Innsbruck and tourism through events such as INTERALPIN, the world's leading trade fair for alpine technologies, and FAFGA MEETS FUTURE, which is dedicated to current innovations and future topics. I would like to thank President Walter Veit and his team for their excellent cooperation." The Managing Director of Innsbruck Tourismus, **Barbara Plattner**, agrees: "Especially in the months when overnight stays are weaker, congresses provide important

impetus for economic revitalisation. This is one of the reasons why we, together with the city of Innsbruck, have supported the organisation of the ÖHV Congress with our congress funding. This is a key reason why organisers choose Innsbruck as their venue. In addition, after twelve years, the congress finally offered an opportunity to highlight the qualities of our region to the professional audience of the Austrian hotel industry and, conversely, a good opportunity for our accommodation providers to network with the scene.”

***Next meeting point: FAFGA 2025***

Following the successful conclusion of the ÖHV Congress, the focus is now turning to the most important tourism trade fair in Tyrol: FAFGA MEETS FUTURE will take place from 15 to 17 September 2025 at Messe Innsbruck and offers another platform for innovation, exchange and business initiation in the industry. As a central meeting point for the catering, hotel and tourism industry in Tyrol, the trade fair presents innovative products, services and solutions that make everyday life in the industry easier and better. Visitors can look forward to a varied programme of live demonstrations, exciting presentations and networking events.

Please do not hesitate to contact me if you have any questions. We look forward to your report!

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