

# “Digitalizing Culture – Austria”

by Cultural Places

**United we stand strong!** With “Digitalizing Culture (DC) – Austria,” the nationwide initiative by Cultural Places (CP), the tourism, arts & cultural sectors in Austria are going to be supported during the pandemic and beyond.

It provides these sectors with much-needed digital solutions for building innovative showcases and providing ways to interact with their audiences, home and abroad. DC unites them as one strong voice on the Cultural Places platform.

## INNOVATIVE PROGRAM PILLARS

In 2021, Cultural Places will implement the initiative in Austria under these 2 program pillars:

### 1) Providing Versatile Digital Solutions

As the digital partner for the cultural tourism sector, Cultural Places will make its platform and selected features for the first time available to cultural sites across Austria. Registered organizations and businesses will enjoy complimentary full-page portray on CP web.

The goal is to help promote their programs through **one unique, centralized hub for art, culture, and travel lovers around the world.**

### 2) Enhancing Industry Exchange and Alliances

Cultural Places will team up with industry-leading businesses from the cultural tourism sector and important stakeholders to engage in industry dialogues and to form innovative alliances. CP will host monthly industry talks **to investigate trends and needs for audience development and promotion.**

**Focused industries:** Airlines, Financial Services, Heritage Sites, Hotels, Museums, Performing and Visual Arts, Railways, Retails, Tourism Offices.

## PARTICIPATION DETAILS

“Digitalizing Culture – Austria 2021” is designed for organizations and businesses from the tourism, arts, and cultural sectors as well as city region promotion offices in Austria. Registration will be handled on a first-come-first-served basis.

**JOIN US AND BECOME PART OF THE DIGITALIZING CULTURE INITIATIVE!**

Be quick and fill out the [REGISTRATION FORM!](#)

Registration and material **submission deadline: May 31, 2021**

## IMPLEMENTATION DETAILS

As the digital partner for the cultural tourism sector, Cultural Places will support the sector by making its digital platform and selected features available.

### Stage 1: Onboarding During COVID-19 Pandemic

**2021 Feb–May:** Registration opens on a first-come-first-served basis. Quota will apply for each federal state. Online-listing for organizations will be done by CP during this period.

**2021 June:** Registration closed. For late registrations and submissions of materials, organizations will need to upload and manage their listing using CP's Content Management System.

### Benefits for Cultural Organizations and Businesses:

- Enjoy complimentary full-page portray on CP web.
- Cost-effective audio showcase options with in-built ticketing solution to promote their programs and add an additional sales channel.
- Promotion of selected programs via CP media channels (limited capacity).
- Invitation to take part in the “CP Industry Talks” with important stakeholders from cultural and business sectors.
- Managing content anytime by using CP's content management system (starting Q3 2021).
- Non-profit organizations will enjoy 50% discount off all services, private organizations and businesses will get 25% discount.

### Stage 2: Generating Synergy Effect – Promotion Home and Abroad

**2021 Sept onwards:** Cultural Places will launch new features according to major needs of listed institutions and help them join forces to promote to other countries. Listed institutions and businesses can subscribe to respective digital features: digital guides, content creation, digital marketing, videos, podcasts, and other new features.

[#DigitalizingCulture](#)  
[#DigitalTransformation](#)  
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## INTERESTED IN THIS EXCITING INITIATIVE?

Be quick and fill out the [REGISTRATION FORM!](#)

Registration and material **submission deadline: May 31, 2021**

Do you have questions regarding the registration or are you interested in taking part in our industry talks?  
Please contact: [digitalizeculture@oroundo.com](mailto:digitalizeculture@oroundo.com)