

# The Use of Open Innovation in Co-Creating Vienna's Tourism Strategy 2020

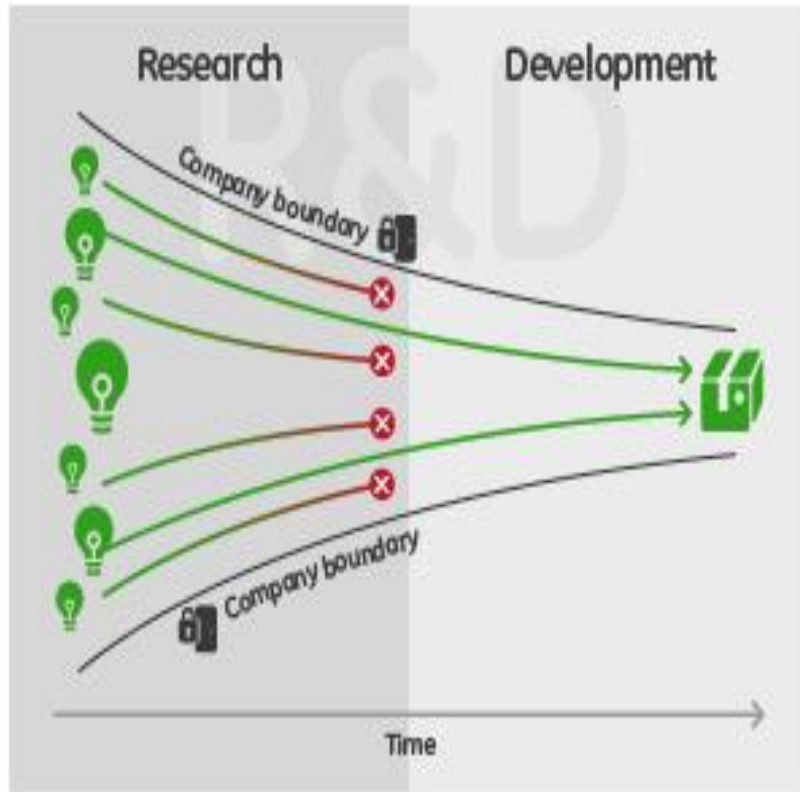
Dr. Clemens Költringer | Vienna Tourist Board

MSc. Lidija Lalicic | MODUL University Vienna

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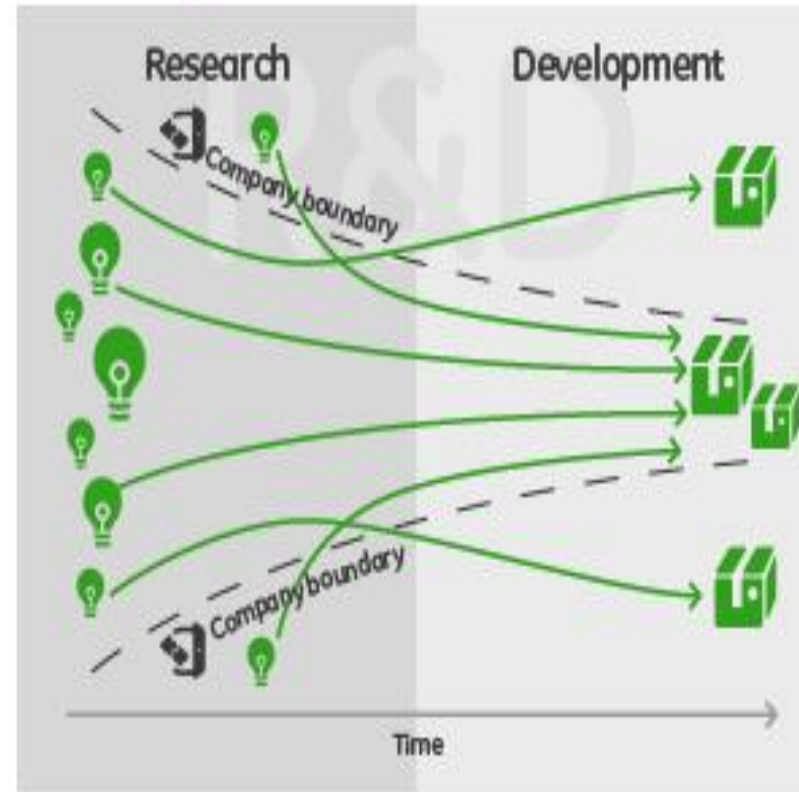


 **Closed** Innovation Concept



VS

 **Open** Innovation Concept



(c) Alex Howe



**“People don’t have to work for us to work with us”**

Erik Hansen  
Senior Direction of Open Innovation LEGO

**“Consumers of today are intelligent, they are creative and they have an opinion...and they expect you to listen”**



# Open Strategy à la Vienne

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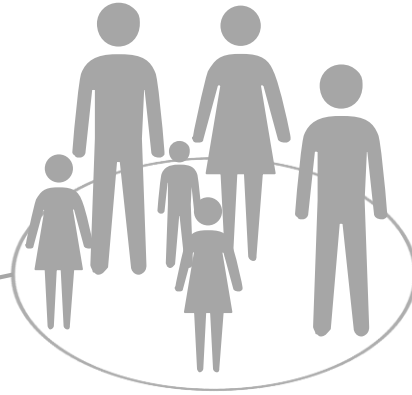
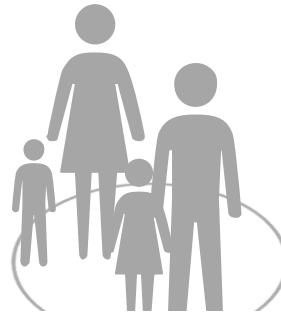
**VIENNA**  
NOW OR NEVER

our vision

co-creating

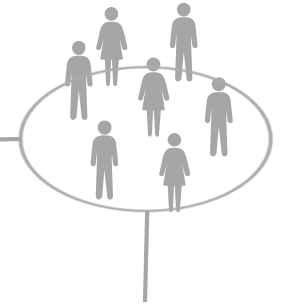
# Vienna's Tourism Strategy 2020

inhabitants



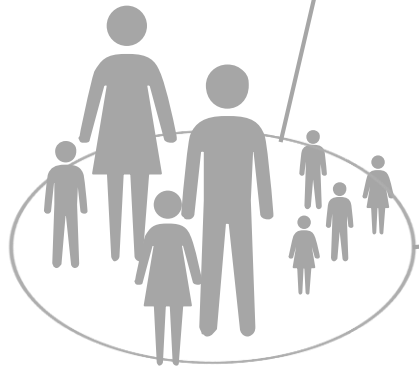
experts

policy makers

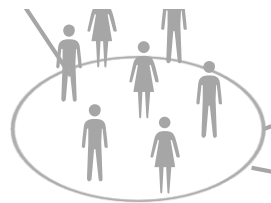


to create a joint & shared vision  
through open innovation

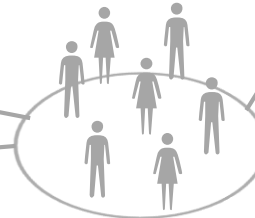
tourism/industry



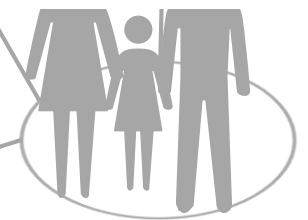
tourists



students



public organizations



# Open Innovation I



<https://www.youtube.com/watch?v=LZ4oinBnxNw>

# Open Innovation I

What are the benefits for visitors of Vienna?





# Open Innovation I

## Results

650.000+ Reach (Direct, Social Media, PR)

1 Month idea contest (18.2. – 18.3.2014)

800+ Users

546 Ideas from 43 countries

32,232 Page views

10.3 Pages/visit

19 Minutes average time on site

# Open Innovation I

## Results

82.3 %	1 idea
11.7%	2 ideas
2.9%	3 ideas
0.6%	4, 5 or 6 ideas
1 user	11 ideas
1 user	99 ideas

- 43.2% of the users submitted at least ONE idea

# Open Innovation I

## Results



Culture & Events **29.4%**



Accessibility & Mobility **18 %**



Sightseeing **17.1%**



City Image & Green Areas **13.5%**



Orientation & Information **12.2%**



Gastronomy & Shopping **6.7%**



Accommodation **1.8%**



Fairs & Conferences **1.8%**

# Open Innovation I

## Results

- Generation I (1926-1950) 16.5%
- Generation II (1951-1976) 47.2%
- Generation III (1977-1998) 36.3%

Austria (19.1%), Germany (18.3%), US (4%), Romania (3.7%), Serbia (3%)  
<3% (i.e. NL, CZ, AUS)

# Open Innovation I

## Results

Generation I (1932-1950)

*Culture & Events*

Generation II (1951-1976)

*Accessibililty & Mobility*

Generation III (1976-1993)

- *Sightseeing*
- *Orientation & Information*

# Open Innovation I

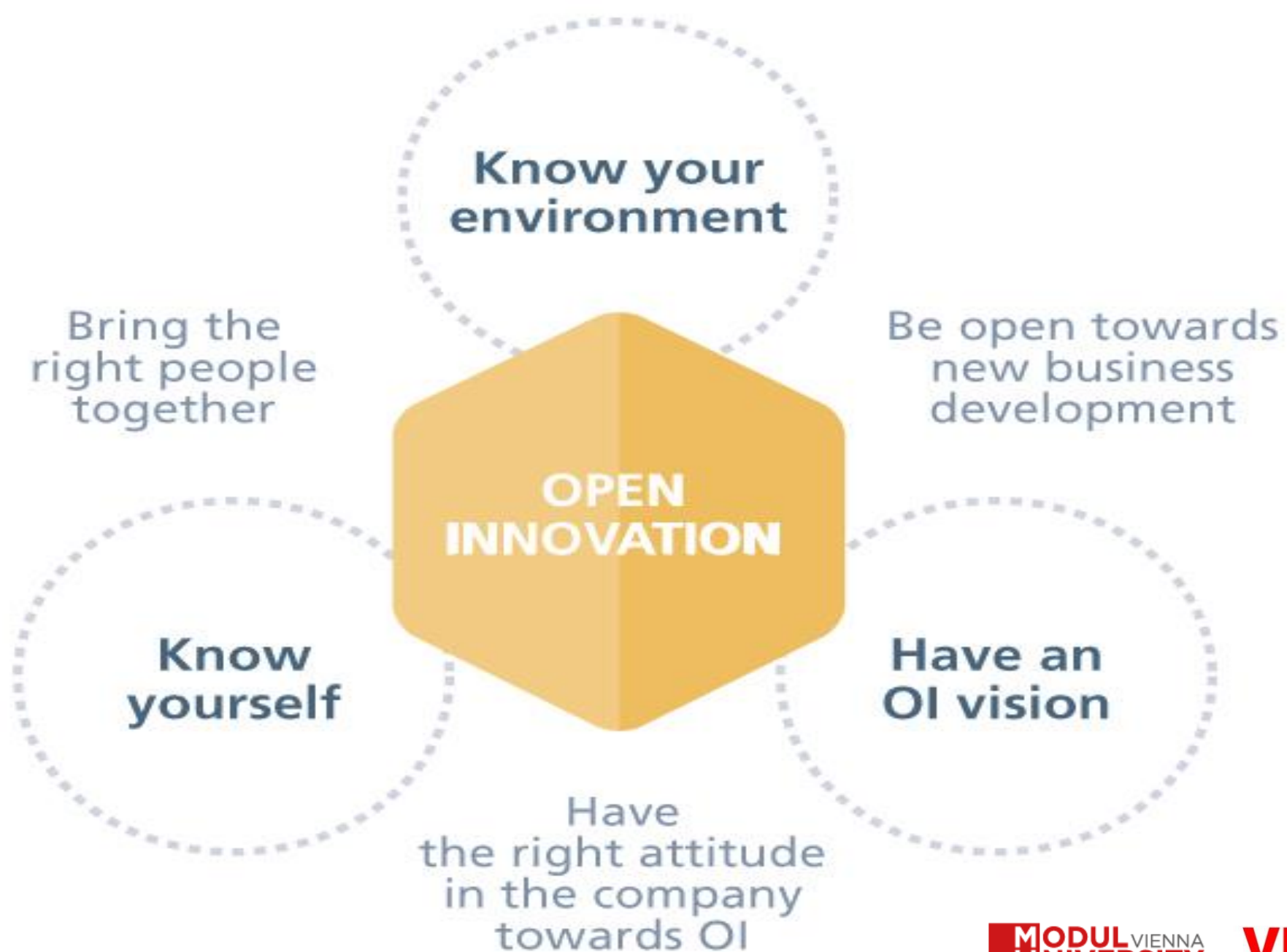
## Results

### National Participants

- City Image & Green Areas
- Sightseeing

### International Participations

- Transportation & Mobility
- Culture & Events
- Gastronomy & Shopping



# From Open Innovation to Open Strategy

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inhabitants

policy makers

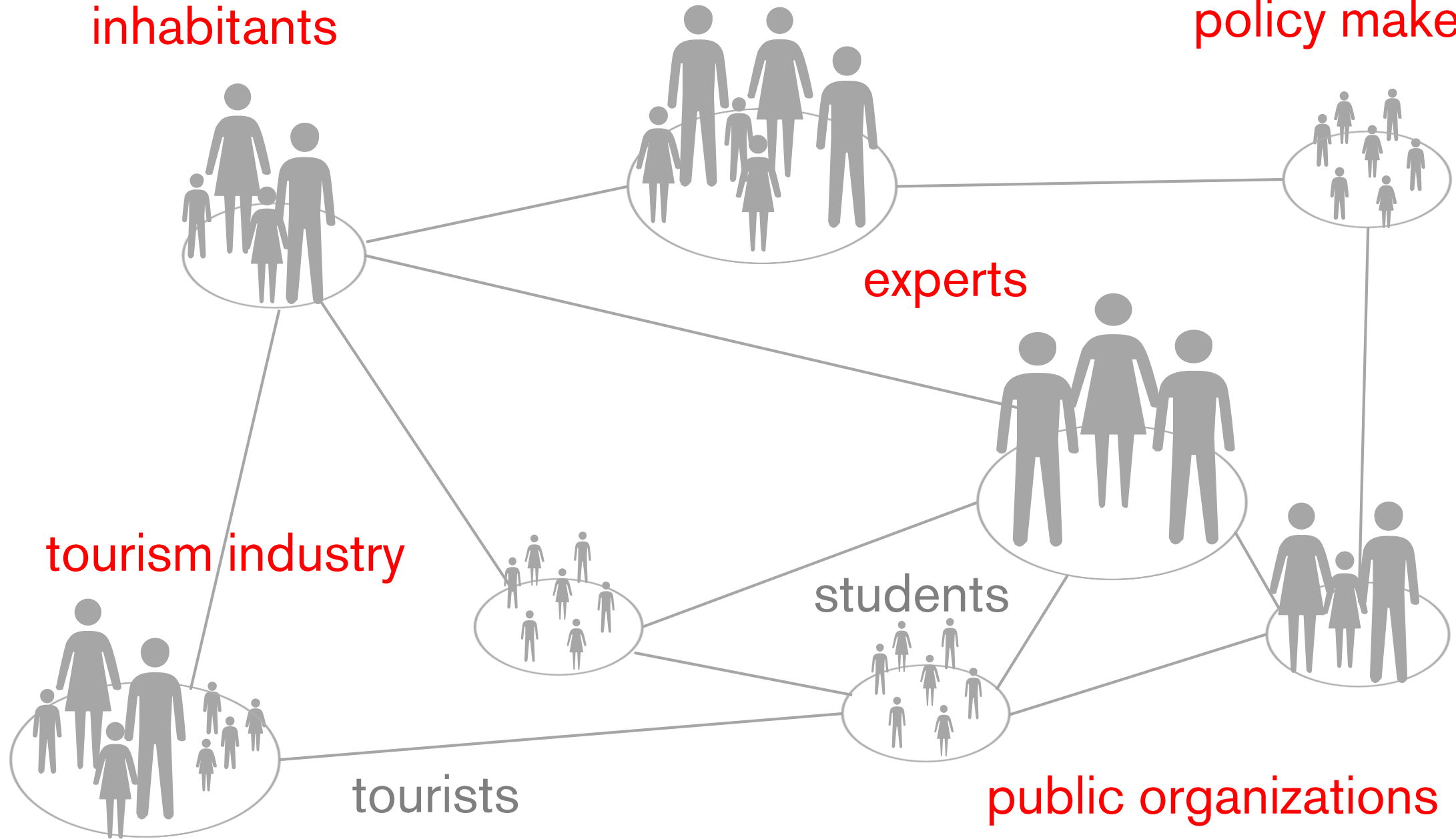
experts

tourism industry

students

tourists

public organizations



# Rating & BuyIn

## Bewertung



#Wien2020

Was macht Wien 2020 zur attraktivsten Stadt Europa...



diskutieren und bewerten

## Sicht des Kunden/Touristen



Selbst-  
verständlich  
(1 Pt.)



Zufrieden  
(3 Pt.)



WOW -  
Glücklich  
(9 Pt.)



5 Pt.  
Durchschnitt  
(2  
Bewertungen)

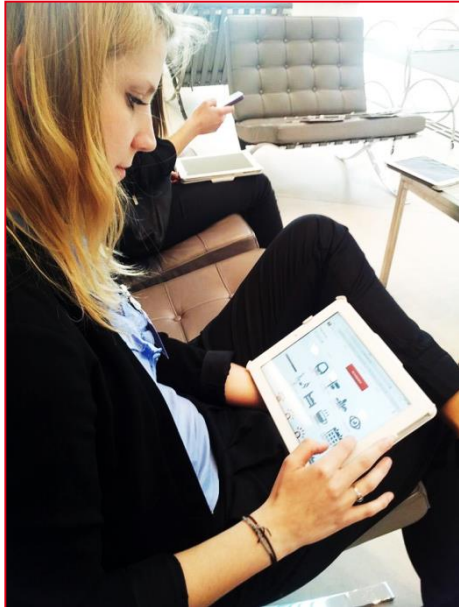
## Mein Engagement



BuyIn  
(Ich würde mich beteiligen)  
 Ja  Nein

# Open Innovation II

## Results



1	Month (7. April – 7. Mai 2014)
255+	Users
551	Ideas
237	Comments
231	Comments (Discussion)
74	By-in (I will engage)
15.976	Visits
10,5	Minutes

**Hot Topics:** Accessibility & Mobility / Gastronomy & Shopping / Culture & Events / Orientation Gastronomie & Shopping / Kultur & Events / Travel Information & Orientation

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**ownership**

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Open Strategy  
à la Vienne.  
The toolbox for  
your strategy!

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**older  
ation**

clusive model of  
ism governance

abler

**shared vision**