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Hello Innovative **Lure & Besancon** !

Innocité Partner Meeting

17.-18.06.2010

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Lower Austria Bad Vöslau



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Main theme:



woods, water and wine

- 30 km away from Vienna
- easily accessible by train and by car

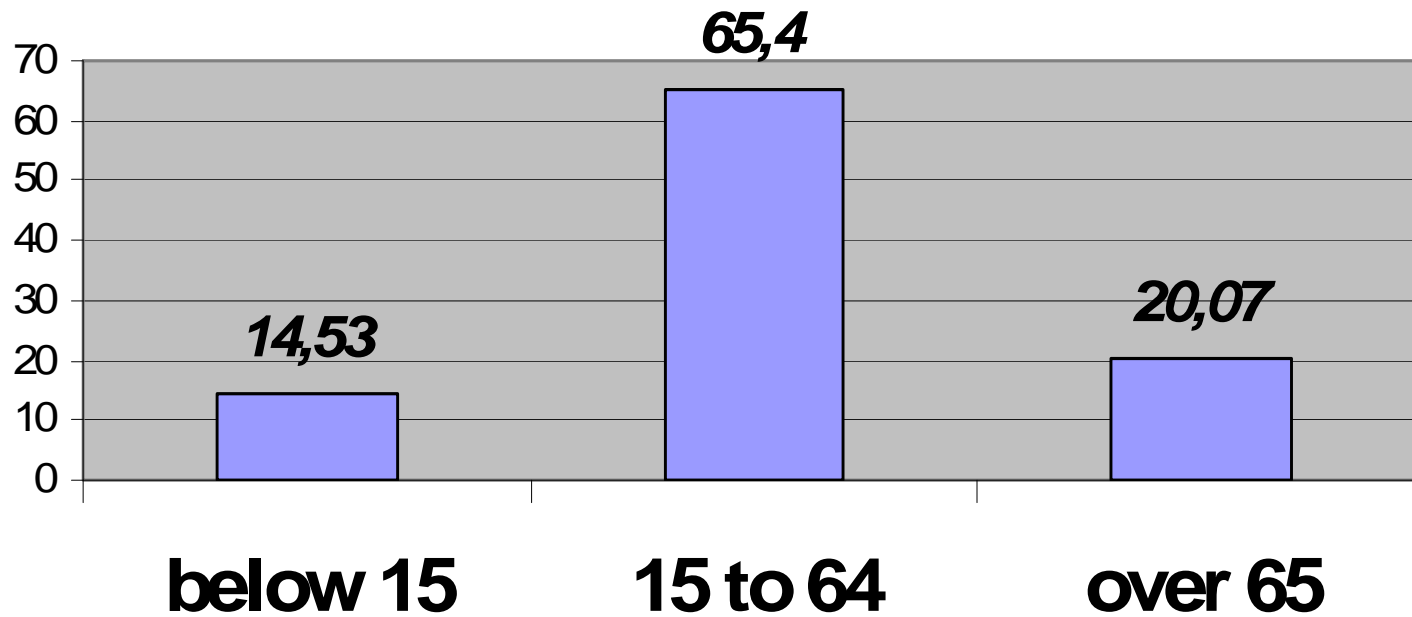


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Age distribution of population



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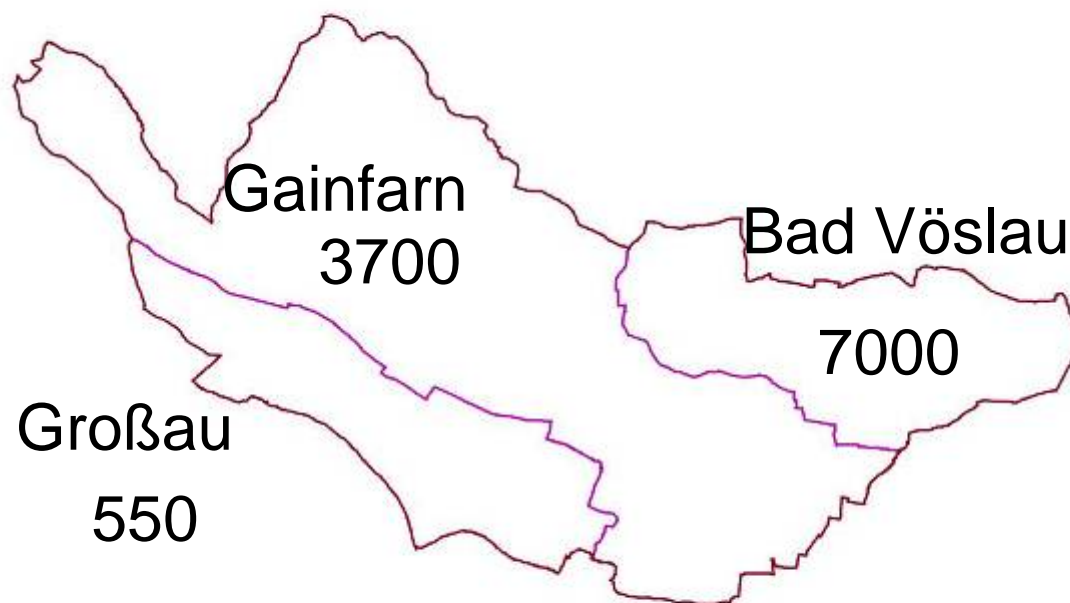
Lower Austria Bad Vöslau



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our city

The area of Bad Vöslau has
57% woodland
and **5,7% vineyards**



Working in Bad Vöslau (2007)



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- 4.800 inhabitants of Bad Vöslau are working
- 3.700 of them commute to neighbouring towns or to Vienna daily
- 1.600 people commute to Bad Vöslau to work here

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City- Marketing Association VÖWI



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- supported by the city of Bad Vöslau
- organising events like long shopping nights or special Lady Day and Shopping Day for Men

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Challenges and methods



- The municipality had no complete data about the size of all shopping areas and which one of them are free, shopkeepers and gastronomy did not work together
- The goals and strategies were developed together with VÖWI and the shopkeepers of the center and were guided by an expert
- The survey of the shopkeepers was made personally face by face and had the advantage of direct information

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Goals in Bad Vöslau for Innocité



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- **Garden Festival 2010 together with Baden and Laxenburg**
- **Creating an attractive and unique city center**
- **improving the commercial offer in the center**
- **raising number of tourists and positioning Bad Vöslau as spa town**

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Innocité Projects in Bad Vöslau



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your city

- General concept for the economic development
- Census of number and size of shops and services as a planning basis
- Survey of shopkeepers in the city center
- New place in front of the town hall with spring water
- Architectural competition to redesign the center



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Some Activities in the City



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City Festival August 08

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Tourism in Bad Vöslau



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Health resort Bad Vöslau

With the natural healing power of the water of the health resort Bad Vöslau disorders like overfatigue, exhaustion, circulatory disturbances, vegetative dystonia can be treated successfully.



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Thermal Water Spring Ressort Bad Vöslau



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The Town Hall by night



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Bad Vöslau



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Christine Hofbauer
NÖ Dorf- und Stadterneuerung
Hofgarten 3/4,
A-2801 Katzelsdorf an der Leitha

Tel: +43 676 / 5591944
christine.hofbauer@dorf-stadterneuerung.at
www.dorf-stadterneuerung.at

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