

## 1. Major facts about the region

- Lower Austria: biggest region of 9 federal regions in Austria; located around Vienna
- Area total: 19.186 km<sup>2</sup>
- Inhabitants total: 1.611.981
- Regional capital: St. Pölten, 52.000 inhabitants



- Gross regional product 2009: € 43,40 Mrd (15,8% of Austria)
- Economic structure: agriculture 2,6%, industry 31,7%, service 65,6%
- Lower Austria is the heartland of Austria with a rich history.

### Regional development concepts

- Lower Austrian development concept from 2004 admits to a balanced spatial development, integrating sectoral themes like environment or energy.
- Rural development policy for competitiveness in the agriculture and forestry, improving the environment and landscape and increasing the quality of life in rural area



## 2. Situation of parks and gardens

- 2.000 years of garden-history in Lower Austria
- About 140 show gardens within the campaign of „Natur im Garten“ (see report by project partner P16)
- 35 thereof are members of “Garden Platform” (both touristic attractions with gardens and some private gardens)
- show gardens are based on ecological gardening
- very different garden types (historic monastery and palace gardens, modern show gardens, private gardens, public parks, kitchen gardens...)
- garden dimensions about 800m<sup>2</sup> - 2,8km<sup>2</sup>

### Garden Tourism:

- about 3 million visitors per year (and counting)
- 61% female / 39% male visitors
- about 78% visitors at the age of 40+
- about 64% visitors on day trips
- marketing cooperation with tourist board of Lower Austria
- Lower Austrian Tourism Award 2010 for product and service innovation awarded to Garden Platform
- new since 2011: main campaign „Garden Summer“ in cooperation with hotels and local restaurants
- policymakers support – gardens are perceived as an important part of the regional tourism

## 3. Short summaries of policies

### Strategy Garden Platform

Garden Platform Lower Austria is an association founded to encourage an organic and sustainable garden tourism in the region of Lower Austria. It is based on the membership of currently 34 parks and gardens (including e.g. municipalities, monasteries, modern garden projects) and 3 special knowledge management partners (e.g. tourism colleges). Membership is based on quality-criteria and graded fees. An important criterion is e.g. the compliance with the basic principles of “Natur im Garten”. An advisory board with officials of the regional government advises and supports the association’s activities. The Garden Platform contributes to the common

goal: Lower Austria is the garden-region number one in Central Europe. It focuses on garden users and visitors, not only on the garden itself.

Since its founding in 2007, Garden Platform is in a permanent exchange with the members of the regional government but also with the regional tourist board to develop a holistic regional garden tourism policy. It is a regional broker for knowledge management in the fields of sustainable garden tourism and the needs of organic gardening with a touristic approach. It has profound knowledge in the development of the touristic service-chain and its implementation together with gardeners, garden-managers and local and regional tourist-boards but also in establishing the issue "organic gardens" in the regional policies.

While the above will be a valuable input for the project "Hybride Parks", the members of the association are keen to tackle the issue of climate change, the inclusion of the local population and the contribution of parks to urban regeneration based on experiences of and in cooperation with the partner.

#### 4. More organizations, NGO's, networks

- Garden Platform Lower Austria
- Environmental Protection Association Citizen and Environment, Department "Natur im Garten". (2nd project partner from Lower Austria, P16) [www.naturimgarten.at](http://www.naturimgarten.at)
- NGO – members:
  - ARCHE NOAH: association for preserving and developing the diversity of cultural plants
  - National Parks: Donau-Auen National Park, National Park Thayatal
  - Gartenbauschule Langenlois (Educational Center for Gardening)
  - HLF Krems (Krems College of Tourism and Hospitality)
  - IMC Fachhochschule Krems (University of Applied Sciences)

## 5. Examples for important parks and gardens

Members of Garden Platform: also find them on [www.diegaerten.at](http://www.diegaerten.at) and see also our garden catalogue for group offers in attachment.

### Gardens & parks

Amethyst Welt Maissau	<a href="http://www.amethystwelt.at">www.amethystwelt.at</a>
Archäologischer Park Carnuntum	<a href="http://www.carnuntum.co.at">www.carnuntum.co.at</a>
ARCHE NOAH	<a href="http://www.arche-noah.at">www.arche-noah.at</a>
Parks in Bad Vöslau	<a href="http://www.badvoeslau.at">www.badvoeslau.at</a>
Kurpark und Rosarium Baden	<a href="http://www.baden.at">www.baden.at</a>
Der Heldenberg	<a href="http://www.derheldenberg.at">www.derheldenberg.at</a>
DIE GARTEN TULLN	<a href="http://www.diegaertentulln.at">www.diegaertentulln.at</a>
Gärtner Starkl	<a href="http://www.starkl.at">www.starkl.at</a>
Hotel Mariandl	<a href="http://www.hotel-mariandl.at">www.hotel-mariandl.at</a>
Hotel Molzbachhof	<a href="http://www.molzbachhof.at">www.molzbachhof.at</a>
Kittenberger Erlebnisgärten	<a href="http://www.kittenberger.at">www.kittenberger.at</a>
Kräuterlandgasthaus "anno 1920"	<a href="http://www.anno1920.at">www.anno1920.at</a>
LOISIUM Weinwelt	<a href="http://www.loisium.at">www.loisium.at</a>
Marienschlössl Wiedendorf	<a href="http://www.marienschloessl.at">www.marienschloessl.at</a>
Museumsdorf Niedersulz	<a href="http://www.museumsdorf.at">www.museumsdorf.at</a>
Nationalpark Thayatal	<a href="http://www.np-thayatal.at">www.np-thayatal.at</a>
Naturhotel Steinschalerhof	<a href="http://www.steinschaler.at">www.steinschaler.at</a>
PRASKAC DAS PFLANZENLAND	<a href="http://www.praskac.at">www.praskac.at</a>
Privatschaugarten Hamilton	<a href="http://www.schaugarten-hamilton.at">www.schaugarten-hamilton.at</a>
Privatschaugarten Köhler	<a href="http://www.schaugarten-koehler.at">www.schaugarten-koehler.at</a>
Privatschaugarten Parbus	<a href="http://www.wein4tler-bauerngarten.at">www.wein4tler-bauerngarten.at</a>
Renaissanceschloss Greillenstein	<a href="http://www.greillenstein.at">www.greillenstein.at</a>
Renaissanceschloss Schallaburg	<a href="http://www.schallaburg.at">www.schallaburg.at</a>
Schloss Artstetten	<a href="http://www.schloss-artstetten.at">www.schloss-artstetten.at</a>
Schloss Grafenegg	<a href="http://www.grafenegg.at">www.grafenegg.at</a>
Schloss Hof	<a href="http://www.schlosshof.at">www.schlosshof.at</a>
Schloss Laxenburg	<a href="http://www.schloss-laxenburg.at">www.schloss-laxenburg.at</a>
Schlossinsel schlossORTH Nationalpark-Zentrum	<a href="http://www.donauauen.at">www.donauauen.at</a>
Sonnentor Kräuter-Sinnes-Erlebnis	<a href="http://www.sonnentor.com">www.sonnentor.com</a>
Stift Altenburg	<a href="http://www.stift-altenburg.at">www.stift-altenburg.at</a>
Stift Klosterneuburg	<a href="http://www.stift-klosterneuburg.at">www.stift-klosterneuburg.at</a>
Stift Melk	<a href="http://www.stiftmelk.at">www.stiftmelk.at</a>
Stift Seitenstetten	<a href="http://www.stift-seitenstetten.at">www.stift-seitenstetten.at</a>
Stift Zwettl	<a href="http://www.stift-zwettl.at">www.stift-zwettl.at</a>

## Knowledge Management Partners:

- Gartenbauschule Langenlois (Educational Center for Gardening) [www.gartenbauschule.at](http://www.gartenbauschule.at)
- HLF KREMS (KREMS College of Tourism and Hospitality) [www.hlfkREMS.ac.at](http://www.hlfkREMS.ac.at)
- IMC Fachhochschule KREMS (University of Applied Sciences) [www.fh-kREMS.ac.at](http://www.fh-kREMS.ac.at)

Members are spread all over the region:



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Examples for diversity of garden types:

Arche Noah show garden



© Natur im Garten/Alexander Haiden

Baroque garden Schloss Hof Palace



© Festschloss Hof

Park of Laxenburg Palace



© Natur im Garten/Alexander Haiden

Seitenstetten Abbey



© Natur im Garten/Alexander Haiden

DIE GARTEN TULLN, ecological garden show



© Natur im Garten/Alexander Haiden

Kittenberger Adventure Gardens



© Natur im Garten/Alexander Haiden

Nature Hotel Steinschalerhof



© Naturhotel Steinschalerhof

Village Museum Niedersulz



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## 6. Useful links

- Government of Lower Austria: [www.noe.gv.at](http://www.noe.gv.at)
- Lower Austria on Wikipedia:  
<http://de.wikipedia.org/wiki/Niederoesterreich>
- Statistic Austria: [www.statistik.at](http://www.statistik.at)
- Garden Platform / The Gardens of Lower Austria:  
[www.diegaerten.at](http://www.diegaerten.at)
- Garden Summer: [www.gartensommer.info](http://www.gartensommer.info)
- ecoplus – Business Agency of Lower Austria: [www.ecoplus.at](http://www.ecoplus.at)
- Lower Austria Tourism: [www.niederoesterreich.at](http://www.niederoesterreich.at)
- Gardens of Lower Austria on Tourism Page:  
<http://garten.niederoesterreich.at>
- Tourism Incoming Page: [www.diegaerten.incoming.at](http://www.diegaerten.incoming.at)
- Natur im Garten: [www.naturimgarten.at](http://www.naturimgarten.at)
- More information about the Hybrid Parks and INTERREG IVC  
[www.hybridparks.eu](http://www.hybridparks.eu)