

## **About ANTO**

The Austrian National Tourist Office (ANTO) is the national tourism marketing organization for the country of Austria. ANTO operates 32 worldwide offices, responsible for tourism marketing in 61 countries. Every year we implement about 1500 marketing activities, ranging from advertising, public relations efforts, event marketing, trade shows and travel trade efforts, online promotions and more.

ANTO receives its base funding by the Austrian Federal Government (75%) and the Austrian Chamber of Commerce (25%), but also acts as a fee based marketing agency for Austrian tourism interests.

### **ANTO's History**

Tourism in Austria is not a recent development, but rather a long tradition of hospitality. Already in the 19th century, Austria has been a preferred travel destination for visitors from near and far.

Also, the organization can look back to a long history: In 1945/46, a division within the "Austrian National Travel Agency" was given the task to evaluate the condition of Austrian hotels and restaurants after WWII, becoming a precursor to the Austrian National Tourist Office. In 1955, the Austrian National Tourist Office was founded with the specific task of promoting Austria as a travel destination abroad. In 1974 the organization added the promotion to travel within Austria to its tasks. Since 2006, Dr. Petra Stolba is CEO of the Austrian Tourist Office.