

## **New Initiative: 'Fly from Linz'**

### **The Austrian Chamber of Commerce (WKO), with its specialist group of travel agencies, travel companies, and airlines, joins forces with Linz Airport**

The specialist group of travel agencies of the Chamber of Commerce of Upper Austria and Linz Airport have taken the continuing geopolitical crises and the challenges that they pose for the tourism economy as an opportunity to start a new, extremely innovative project. At the end of last year, the working group 'Flieg ab Linz' ('Fly from Linz') was founded, which, in addition to the Chamber of Commerce and the airport, also includes well-known regional tour operators. This gives the domestic tourism economy a leading role, causing quite a stir in the market.

The goals of this unique initiative are to intensify the exchange of ideas between the service providers in the tourism industry, to safeguard the existing flights offered from Linz, and to work on common strategies and measures for the expansion of the charter flights programme.

Subsequent to a regular work cycle, the new platform for the working group 'Flieg ab Linz' was introduced last Wednesday to the representatives of Austrian My Holidays, ETI, Fly NIKI, GTA-Sky-Ways, Thomas Cook and TUI Österreich. These partners of the domestic tourism industry will contribute to and work with the working group in the future.

The new platform offers members of the working group the opportunity to respond quickly to new situations and tackle new projects jointly. Essential components of this collaboration are that of pooling marketing activities and being able to act in a more sustained way in joint projects. Furthermore, mechanisms will be put in place to help identify synergies early on and strengthen them.

## **Founding Members of the Working Group 'Flieg ab Linz'**

Chamber of Commerce of Upper Austria / Specialist Group of Travel Agencies  
Flughafen Linz GesmbH  
Mader Reisen Vertriebs Travel Agency GmbH  
Sabtours Touristik GmbH  
Reisewelt GmbH  
Kuoni Travel Agency GmbH, Kuoni Travel Partner GmbH  
Ruefa Reisen Tourism Office GmbH  
World of Travel Reisebüro GmbH  
Columbus Reisen GmbH

## **Other Members**

Austrian My Holidays (Austrian Airlines AG)  
ETI - Express Travel International GmbH  
NIKI Luftfahrt GmbH  
GTA-SKY-WAYS Reiseveranstaltungs GesmbH  
Thomas Cook Austria AG  
TUI Österreich GmbH

For questions, please contact:

Gerhard Kunesch  
Flughafen Linz GesmbH  
Austria  
CEO  
E-mail: [g.kunesch@linz-airport.com](mailto:g.kunesch@linz-airport.com)  
Tel.: 07221 600 1202

Werner Mader  
Chamber of Commerce of Upper  
Chairman of Specialist Group of Travel Agencies  
E-mail: [werner@maderreisen.at](mailto:werner@maderreisen.at)  
Tel.: 07238 8800021

Commissioner Manfred Grubauer  
Flughafen Linz GesmbH  
Austria  
Chairman of the Board  
E-mail: [m.grubauer@messe-linz.at](mailto:m.grubauer@messe-linz.at)  
Tel.: 0732 611100

Robert Steiner  
Chamber of Commerce of Upper  
CEO of Specialist Group Travel Agencies  
E-mail: [robert.steiner@wkoee.at](mailto:robert.steiner@wkoee.at)  
Tel.: 05 90909-4620

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Public Relations Department  
Flughafen Linz GesmbH