

LINZ VERÄNDERT

Linz on the Danube - A town inscinates itself on the Danube

Georg Steiner, Tourism Director Linz

**3rd International Conference Global Network of Water Museums
12th – 15th of June 2019, Valencia**

Unglaublich gegenwärtig, Oberösterreich

#visitlinz

Visit Linz

Imagespot

<https://youtu.be/chnRsVRP3Ec>

The Danube River



Origin: Black Forest 2.860 km ▶ Border Germany to Austria 2.229 km ▶ Linz 2.135 km ▶ Outlet: Black Sea 0 km



EUROPEAN CAPITAL
OF **SMART TOURISM**

LinZ
UNESCO City of Media Arts



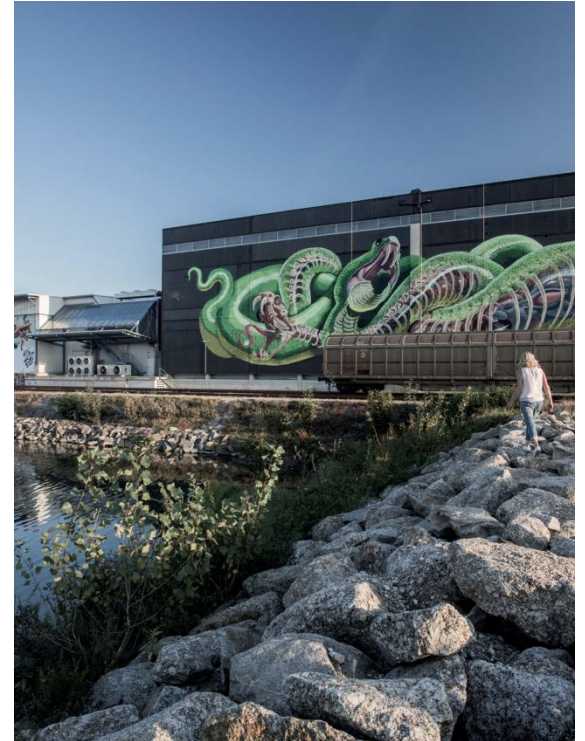
Linz UNESCO City of Media Arts &
European Capital of Smart Tourism in Cultural Heritage & Creativity

Graffiti-Art in the Harbor of Linz

Open Air Gallery Mural Harbor

- About one hundred Graffiti decorate the facades of the old industrial constructions at the harbor of Linz.
- Artists from about fifty nations transformed the beautiful docklands of Linz to an art hotspot.
- Guests can visit all the artworks by boat or by foot. A professional will guide the visitors through the open-air-gallery. Every tour ends with a graffiti crash course.

MURAL HARBOR GALLERY



Mural harbor



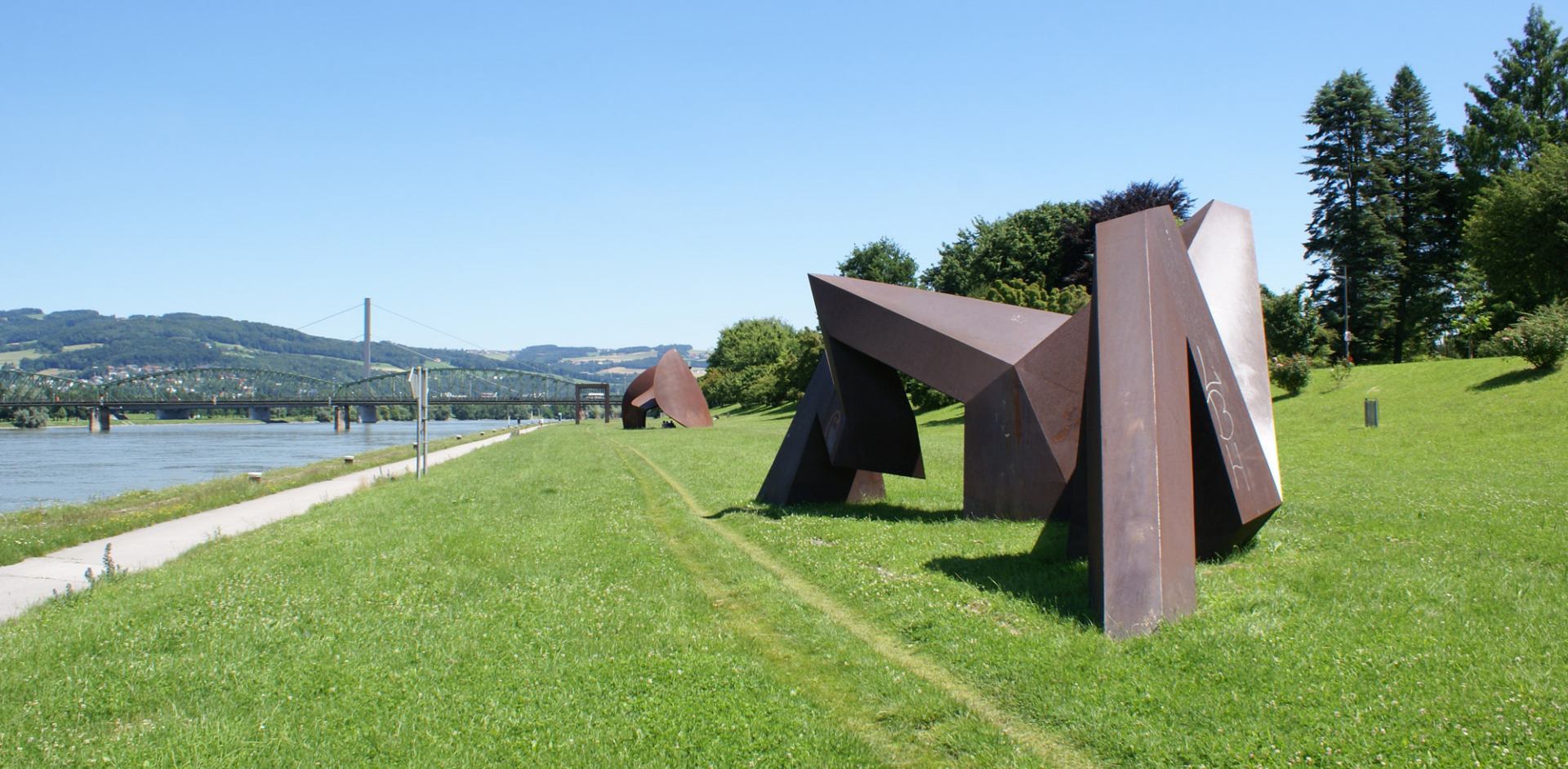


Mural harbor

Danube Park – Forum Metal



Danube Park – Forum Metal



Ars Electronica Center



Brucknerhaus



Take-home messages

- In the **European Region Danube-Moldova** a multitude of transnational projects have emerged, which enhance the **Danube ecologically and culturally**.
- The **Danube-World in Engelhartszell** is a very good example of how **ecological messages are transported** for guests in tourism.
- **Mural Harbor in Linz** is an example of **new developments of urban culture** that shows that tourism does not have to consist only of history and museums.
- All these activities of the European Danube Region Strategy should be used to **develop a smart tourism destination of the Danube** in the future.
- All these activities only make sense if they are **valued touristically and used, translated and communicated** by tour operators and tourism organizations at all levels.

From the blue Danube to the multicolored Danube!

