



PRESS CONFERENCE

GRAZ 2003 FINAL REPORT

THAT WAS THE CULTURAL CAPITAL OF EUROPE 2003

Speakers:

Siegfried Nagl, Mayor of the City of Graz

Alfred Stingl, Chair of Graz 2003 – Cultural Capital of Europe Supervisory Board

Wolfgang Lorenz, Intendant Graz 2003 – Cultural Capital of Europe

Michael White, Daily Telegraph (Great Britain)

Peter Exinger, Sonntagsblick (Switzerland)

Branimir Pofuk, Jutarnij List (Croatia)

Adriana Polveroni, La Repubblica (Italy)

Press kit contents:

Summary

Visitor numbers

International project appearances

Tourism

Media response

Delegations

Marketing

Finance

Sponsors / Partners

TV media partner: 3sat





GRAZ 2003 – CULTURAL CAPITAL OF EUROPE: FINAL REPORT

THIS WAS THE CULTURAL CAPITAL YEAR

The brand "Graz 2003" firmly asserted itself. This is clearly evident from the media coverage, the successful events, and in tourism figures of the Cultural Capital as well as in a large number of visits from international delegations.

Event visits

Overall, the 108 projects of the Cultural Capital programme with approx. 6,000 individual events counted **2,755,271 million** visitors. Those events and projects that were conceived as audience magnets from the beginning, exceeded all expectations, breaking several visitor records on the way. **"The Tower of Babel"** in Eggenberg Castle had 116,000 visitors, the contemporary history show **"Mountain of Memories"** had 100,255. But even so-called minority programmes benefited from the Cultural Capital's drawing force: For example the citizen's participation project **"17 cultural districts"** attracted almost 40,000 people. Equally high was the frequency in the feminist network initiative **"WOMENT!"**, in the children's project **"MINICOSMOS 03"**, with 25,195 visitors in a specially set up children's headquarters, and in various events organised as part of the 03 youth projects **"project pop culture"** and **"access.all.areas"**, which totalled 70,000 visitors. The p.p.c. even became a real meeting point for young people. Moreover, readings of foreign-language authors in the framework of **"transLOKAL"** registered visitor numbers (1,760), which nobody would have thought possible in the years before.

Some of the 2003 projects were also honoured with distinctions: **"Begehren"** for example was elected "world premiere of the year", **"Chorphantasie"** received two "Nestroys" as "best play of the year" and for the "best actor of the year" (Markus Hering).

Tourism

In the first ten months of the Cultural Capital year, from January to October 2003, providers of accommodation in Graz registered **728,473 overnight stays**, representing a spectacular increase in overnights stays of **145,987 (+24.8%)** compared to 2002, the tourism record year so far. Other Austrian cities, such as Vienna, Salzburg, Linz, or Innsbruck saw only marginal increases or even suffered setbacks.

Media coverage

Since 01.01.2003, a total of **8,759** media reports on Graz 2003 – Cultural Capital of Europe have been published in various print media. **5,457** articles appeared in Austria alone, **3,302** articles in international media from a total of 37 different countries. Approx. 100 TV stations reported on Graz 2003. When adding the media coverage in the run-up to the Cultural Capital year, of which only **about 3,000** articles have been clipped so far, around **11,800** articles on Graz 2003 were published in the period from 1999–2003.

Website

The immediate PR work of Graz 2003 also includes the website which registered **22,948,439 page requests** (situation as of 1 Dec 2003) since 01.01.2003.

Delegations

Over 120 national and international delegations have visited the Cultural Capital so far. These included delegations from the UK, France, Italy, Japan, Croatia etc., among them many future Cultural Capitals and candidates to the title who wished to benefit from the know-how gathered by Graz 2003.

Accounts

Graz 2003 – Cultural Capital of Europe will present balanced accounts and end its activity with a “positive zero”.



EVENTS OF THE CULTURAL CAPITAL

VISITOR NUMBERS

The effects of culture cannot be measured in numbers alone. Yet the marvellous response in terms of audience figures clearly shows the public interest in and enthusiasm about culture and its additional social value.

Overall, the 108 projects of the Cultural Capital programme with approx. 6,000 individual events counted **2.755.271 million** visitors. Those events and projects that were conceived as audience magnets from the beginning, exceeded all expectations, breaking several visitor records on the way. **The Tower of Babel** in Eggenberg Castle had 116,000 visitors, the contemporary history exhibition **Mountain of Memories** had 100,255. But even so-called minority programmes benefited from the Cultural Capital's drawing force: For example the citizens' participation project **17 Cultural Districts of Graz** attracted almost 40,000 people. Equally high was the frequency in the feminist network initiative **WOMENT!**, in the children's project **MINICOSMOS 03**, with 25.195 visitors in a specially set up children's headquarters, and in various events organised as part of the 03 youth projects **project pop culture** and **access.all.areas**, which totalled 70,000 visitors. The p.p.c. even became a real meeting point for young people.

Music and scenic arts also have excellent results to show. For example, the concert series **Icons of the 20th Century** sold **80%** of the venue's overall seating capacity; the performances of Beat Furrer's **Begehren** reached a sold-out figure of **104.56%**. Musical performances within the framework of **Psalm 2003** sold **81%** of seating capacity and the unusual theatre spectacle **Acconci on the Mur** reached **97%**. The project **Scenic Art** at the steirischer herbst festival brought a swarm of **9,638** visitors to its performances, and thus attained an overall percentage of **94.75%** of visitor capacity (**insideout 95%**, **Theatre of Repetitions 93.13%**, **Lost Highway 108.79%** and **Dry Clean Show 82.09%**)

VISITOR NUMBERS – PROJECT OVERVIEW (AS OF 1 DECEMBER 2003):

Overall visitors: 2.755.271

Events / special projects	
Opening 11.1.03	130.000
The Long Night of the Cultural Capital 28.6.03	40.000
steirischer herbst 2003 18.9.03 - 30.11.03	140.000
Kunsthaus Opening 27.9.03	11.000
Long Night of the Museums 20.9.03	5.897
Acconci-Exhibition in New York 4.12.02 - 20.12.02	1.800
Acconci-Exhibition in Graz 9.1.03 - 28.2.03	5.434
Curves and Spikes, Galerie Aedes Berlin 07.03.03– 20.04.03	8.000
Curves and Spikes, Galerie d'Architecture Paris 30.04.03 – 31.05.03	1.500
Final Weekend with "Lichtfluss & Schlagschatten" and 03 flea market (4.000) 29.11.03	19.000
Radically Changing Europe	258
Japanese Men's Choir 16.9.03	400
Postal stamp presentation 14.3.03	5.000
Marienlift Photo Exhibition 20.11.03 - 28.11.03	290

Granny 's Videos - Concert on 14.6.03	41
Environments	
Seventeen Cultural Districts in Graz - events all year long	39.684
ART://OUTSIDE THE NETWORK - all year long	8.230
Woment! 2003 - all year long	2.400
Homeless World Cup 6.7.03 - 12.7.03	20.000
Graz Cooking 4.7.03 - 6.7.03	7.480
selfware 30.4.03 - 26.6.03	2.391
Exhibitions	
senseless 4.6.03 - 6.7.03	2.730
Contemporary Art in Graz 2003 10.1.03 - 12.1.03 / 26.4.03 - 27.4.03	40.000
AS HEAVY AS HEAVEN 11.4.03 - 15.6.03	86.974
europamemoria 29.8.03 - 28.9.03	5.235
AIR_PORT 2003 - all year long	3.435
Keep in touch Pierre Bourdieu: In Algeria 15.11.03 – 6.2.04 (as of 30.11.03)	20.747
European Eyes on Japan 25.7.03 - 24.8.03	4.270
KEEP IN TOUCH. Positions in Japanese Fotography 3.10.03 - 2.11.03	28.927
The Laws of the Father 4.10.03 - 28.02.04	5.849
Balkan Consulate 2003 (St. Petersburg, Belgrade, Prague, Istanbul, Budapest, Sarajevo)	15.000
spb.visuals.discourse.film.rock 10.1.03 - 8.2.03	4.000
Auto Art 2003 28.5.03 - 15.6.03	29.700
Erinnerungen an die Menschheit (Memories of Humanity) 11.1.03 - 23.2.03	11.000
Joze Plecnik and Ljubljana 9.1.03 - 30.3.03	7.435
Latent Utopias 25.10.02 - 2.3.03	27.971
M_ARS 10.1.03 - 26.3.03	18.429
Phantom of Desire 25.4.03 - 24.8.03	50.420
Wanda SM 24.4.03 - 25.5.03	1.690
Mountain of Memories 22.3.03 - 26.10.03 (incl. Granny 's Videos)	100.255
Masterpieces of Styrian Modernism 28.5.03 - 12.10.03	10.200
Dress and Armour 9.5.03 - 26.10.03	57.371
The Tower of Babel 5.4.03 - 5.10.03	116.000
Einbildung 26.10.03 – 18.1.03 (as of 30.11.03)	53.647
Support 20.9.03 – 28.8.04 (as of 30.11.03)	6.067
Children / Youth	
Play Graz 28.6.03 - 2.7.03	19.000
Periscope 2003 - all year long	248
Minicosmos 2003 - all year long	25.195
access all areas 17.1.03 – 30.9.03	25.890
Heritage and Future 13.6.03 - 17.6.03	950
Music	
project pop culture – p.p.c. - all year long	44.202
Paths of Music concert on 11.11.03	420
Icons of the 20th Century 6.2.03 - 28.11.03	9.079
Psalm 2003 5.3.03 - 27.4.03	6.560
European Jazz 2003 20.1.03 - 21.11.03	3.600
City Music Scene - all year long	3.820
styriarte 2003 19.6.03 - 22.7.03	30.000
Three Centuries of Russian Music - Gergiev 11.2.03 - 23.2.03	14.190
From the Depths of Oblivion - all year long	7521

Begehren 9.1.03 - 18.1.03	4.500
Hooked on Stolz 2.5.03 – 9.5.03	1.663
hoffmann.remixed (semi-finals: 13.1.03; finals: 13. - 15.6.03)	250
Arvo Pärt – In Principio 22.5.03	680
Science / Religion	
masterminds 2003 (1.3.01 - 31.12.03)	2.020
Culture of Human Rights 2003 - all year long	966
Legal Culture – Culture in Law 14.5.03 - 16.5.03	596
UNiVerse 2003 15.5.03 - 17.5.03 (UNiVerse Journeys 1.500, Party/FH Joanneum 400, Party/University of Graz 2.000, Party/University of Music 1.200, Party/University of Technology 1.500, Cube/TU 600, Close View 200 visitors since 04.11.03)	7.900
Personality Walk 2003 - all year long	12.000
The Long Night of Tolerance 8.7.03	420
Project: Interfaith Europe 5.7.03 - 10.7.03	1.364
Film / Photo / New Media	
local task - mur.at 11.10.03 - 26.10.03	4.600
Chess003 – Computer World Championship 22.11.03 - 30.11.03	2.000
Media Tower 2003 - all year long	8.000
Diagonale SPECIALS - Carl Mayer 24.3.03 - 30.3.03	2.270
Diagonale SPECIALS - Crossing Europe 24.7.03 - 30.8.03	6.694
Diagonale SPECIALS -Tribute Robert Frank 11.9.03	687
City_Region_Art 11.7.-24.7.03	10.278
Inge Morath: Border.Areas Graz 31.1.03 - 2.3.03	15.000
Inge Morath: Border.Areas Koper 6.9.03 - 4.10.03	1.500
Inge Morath: Border.Areas Ljubljana 29.07.03 - 31.08.03	1.900
Inge Morath: Border.Areas Slovenj Gradec 29.03.03 - 01.07.03	3.000
Inge Morath: Border.Areas New York 27.06.03 - 09.08.03	2.600
Inge Morath: Border.Areas Tokyo 06.11.03- 30.11.03	2.150
Architecture / Art in Public Spaces	
real*utopia 2003 24.5.03 - 26.10.03	25.000
Architecture in Graz – Book presentation 10.5.2003	250
Art Taxi - all year long	42.000
Island in the Mur (visitors 966.000, events not related to Graz 2003 7.640)	973.640
Marienlift (Lift to Mary) - all year long	240.000
Theatre / Dance	
Unknown Neighbours 22.1.03 - 31.5.03	2.714
Acconci on the Mur 3.7.03 - 13.7.03	2.500
Tracht:Pflicht 14.3.03 - 23.3.03	470
Butterfly Blues 10.1.03 - 19.2.03 / 28.5.03 - 31.5.03	7.831
Scanic Art (insideout 2.528, Theatre of Repetitions 1.520, Lost Highway 2.738, Dry Clean Show 2.852)	9.638
Literature	
Music in Language 16.5.03 – 29.11.03	7.823
Young People Write in 2003 5.7.03 - 11.7.03	145
There's something in the Air... 13.6.2003 - 14.6.2003	151
Poetics of the Border 15.11.03	305
Graz from the Outside 28.3.2003	144
Wolf Haas – Book Presentation 14.2.03	480
TransLOKAL 14. and 15.11.03	1.760



INTERNATIONAL PROGRAMME PRESENCE

HIGHLIGHTS OF THE GRAZ 2003 INTERNATIONAL PROGRAMME PRESENCE OUTSIDE GRAZ

ARCHITECTURE

The architectural programme of the Cultural Capital has found an echo in a number of international exhibitions:

"THE MAKING OF AN ISLAND ON THE MUR RIVER" in the Austrian Cultural Forum, New York
Before the launch of the Cultural Capital year and well before the Island in the Mur was finished, the Austrian Cultural Forum in New York staged an exhibition titled "The making of an island on the Mur River".

Duration: 05.12. – 20.12.2002

Austrian Cultural Forum, New York

"CURVES AND SPIKES" in the Berlin architectural gallery Aedes

In March followed "CURVES AND SPIKES", an exhibition held in the renowned architectural gallery Aedes in Berlin, which was dedicated to two Graz projects (realised at the occasion of the Cultural Capital) by architects Peter Cook, Colin Fournier and Klaus Kada, and presented the Island in the Mur. Both the Kunsthauus and the City Arena were also presented.

Duration: 07.03. – 20.04.2003

Galerie Aedes, Berlin

"CURVES AND SPIKES" in the Galerie d'Architecture, Paris

From Berlin, "CURVES AND SPIKES" went on to Paris: La Galerie d'Architecture dedicated a whole month to the architectural show, from 30.04. to 31.05.2003.

Duration: 30.04. – 31.05.2003

La Galerie d'Architecture, Paris

"OPEN: NEW DESIGNS FOR PUBLIC SPACES" in the Van Alen Institute, New York

The Van Alen Institute, according to the "New York Times" the first address for exhibitions on architecture for public spaces in the United States, showed "OPEN: new design for public spaces" starting from 11 June 2003, a selection of the most innovative architectural projects for public spaces worldwide. The Island on the River Mur was presented alongside ten other international projects, among them Zaha Hadid's new district for Singapore or Peter Eisenmann's memorial for the victims of the Holocaust in Berlin.

Duration: 11.06. – 31.10. 2003

Van Alen Institute, New York

EXHIBITIONS

A number of exhibitions, which were implemented by or for Graz 2003, will be shown elsewhere.

"AS HEAVY AS HEAVEN. TRANSFORMATIONS OF GRAVITY" in Odense/Denmark

The large exhibition, organised by the Kulturzentrum bei den Minoriten, was shown from 11.04. to 15.06.2003 in the Regional Museum Joanneum as well as in other places of downtown Graz. The exhibition of the Joanneum moved on to Odense/Denmark and was shown there in the Contemporary Art Centre Brands Klaedefabrik, the largest exhibition space in the Nordic countries. The Danish title is "HIMMEL FALDEN".

Duration: 29.06. – 05.09.2003

Brands Klaedefabrik, Odense/Denmark

"INGE MORATH: BORDER.AREAS" three times in Slovenia, in New York, Tokyo and Vienna

The exhibition designed by Kurt Kaindl and Brigitte Blüml as part of the Cultural Capital project went from Graz to Slovenj Gradec (SI). It was further shown from 27.06. in New York, from 29.07. in Ljubljana (SI), and also in Tokyo during November 2003. From 02.12., it can be seen in the Galerie Westlicht in Vienna. Regina Strassegger's film of the same title was shown for the first time in an English-speaking environment on 25.06.2003, in the Austrian Cultural Forum, New York.

Slovenia (I)

Duration: 29.03. – 01.07.2003

Gallery of Fine Arts, Slovenj Gradec

USA

Duration: 27.06 – 09.08.2003

New York: Leica Gallery

Slovenia (II)

Duration: 29.07 – 31.08.2003

Ljubljana: Bezigrajska Gallery

Slovenia (III)

06.09. – 4.10.2003

Koper: Pokrajinski Musej

Japan

06.11. – 30.11.2003

Tokyo: Leica Gallery

Austria

02.12.2003 – 01.02.2004

Vienna: Galerie WestLicht

"SENSELESS" in the Bluecoat Gallery, Liverpool

The exhibition and performance project **sinnlos**, which explores disability as a social construction, becomes **senseless**. The project was opened on 29 October in the Bluecoat Gallery in Liverpool, the designated Cultural Capital of Europe for 2008.

Duration: 30.10.- 6.12.2003

"PIERRE BOURDIEU. IN ALGERIA. TESTIMONIES OF UPROOTING" in Paris, Lüneburg and Japan

The French sociologist Pierre Bourdieu has left the entire archive of photographs he made during field research in Algeria (from 1958 to 1961) to the Graz-based photo magazine Camera Austria. His works were presented under the title "Pierre Bourdieu. Images d'Algérie. Une affinité elective" in the Institut du Monde Arabe (Institute of the Arab World) in Paris from where it will go on to Lüneburg, Germany, and Japan.

Duration: 23.01. – 02.03.2003.

"EUROPEAN EYES ON JAPAN" in Japan

The photo project, which explores Europe's vision of Japan through works by Michael Danner, Margherita Spiluttini, Agnieszka Wolodzko, has moved on to Japan.

Yamagata: Opening on 03.09.2003

Oita: Opening on 15.10.2003

"EUROPAMEMORIA"

The video installations "europamemoria" by film-maker Ruth Beckermann deal with faces and stories on the varied, and mostly far from deliberate, reasons behind the migration movements in Europe. It will therefore go on a journey throughout Europe. Destinations have not yet been fixed.

THEATRE and DANCE THEATRE

In terms of theatre, Graz 2003 has bet on commissioned works – and won. The world premiere performances staged in Graz will go out to the world and fill other international theatres across the globe, not least because of a wide range of international co-operation projects. Successes among others are distinctions for BEGEHREN (Desire) as world premiere of the year and two Nestroy awards.

"BEGEHREN" part of the RuhrTriennial

"Begehren" (Desire), a musical theatre by Beat Furrer (music), Reinhild Hoffmann (direction), and Zaha Hadid (stage design) inaugurated the new Helmut-List-Hall in Graz, as a co-production between Graz 2003, steirischer herbst and RuhrTriennial, where it was recently performed. The magazine "Opernwelt" elected the production "world premiere of the year".

Premiere in Bochum: 17.09.2003

Ruhrtriennale, Jahrhunderthalle Bochum

"BUTTERFLY BLUES" BY HENNING MANKELL at the Schauspielhaus, Düsseldorf

"Butterfly Blues", a play on the destiny of African immigrants that Henning Mankell wrote and directed for Graz 2003 moved from Graz, where it has already been staged in a second run, to Düsseldorf in June.

Premiere in Düsseldorf: 03.06.2003

Düsseldorf Schauspielhaus

"CHORPHANTASIE" BY GERT JONKE at the Akademietheater, Vienna

A co-production of Graz 2003 and the Burgtheater of Vienna, Gert Jonke's "Chorphantasie" came to life under the direction of Christian Pohle as part of the 03 project "The Music in Language". The piece has been staged in Vienna since 9 September and has been awarded with two Nestroy prizes: as best theatre play, and for its protagonist Markus Hering as best actor.

Premiere in Vienna: 17.09.2003

Akademietheater

"INNERHALB DES GEFRIERPUNKTES" BY ANSELM GLÜCK at the Schauspielhaus, Düsseldorf

Anselm Glück's piece "within freezing point" written for the project "The Music in Language" went to Düsseldorf, where it has been staged from 11 July at the Schauspielhaus. Directed by Philip Tiedemann, the production of "within freezing point" was realised in a joint project of Graz 2003, Graz Schauspielhaus and Düsseldorf Schauspielhaus. It was also nominated for the Nestroy prize.

Premiere in Düsseldorf: 11.07.2003

Düsseldorf Schauspielhaus

"INSIDEOUT" at the Schaubühne, Berlin

The dance theatre project "insideout" was realised in a co-production with steirischer herbst and the Schaubühne am Lehniner Platz in Berlin (choreographer: Sasha Waltz, composer: Rebecca Saunders, music: musikFabrik – Ensemble für neue Musik). After the world premiere in Graz, the Schaubühne took over the production in October.

Berlin premiere: 09.10.2003

Schaubühne am Lehniner Platz

"LOST HIGHWAY" at the Theatre of Basle

Olga Neuwirth's and Elfriede Jelinek's musical theatre "Lost Highway" (after the successful cinema scenario by David Lynch) is a co-production of steirischer herbst and Theater Basel. The world premiere was staged on 31.10.2004, the premiere of "Lost Highway" in Basle is scheduled for May 2004. There are plans to bring the production to Amsterdam (1006/2007) and to the Lincoln Centre in New York.

Premiere in Basle: 25.05.2004

Theater Basel

"THEATRE OF REPETITION" in Paris

Bernhard Lang's musical theatre in three parts was first performed in Graz as a co-production of steirischer herbst and the Opera National de Paris on 04.10.2003. The production will be shown in Paris in 2005.

Premiere in Paris: 25.11.2005

Opéra National de Paris

"TRACHT:PFLICHT" at the Landestheater, Salzburg

The play by Bodo Hell is a co-production of Graz 2003 and the Landestheater of Salzburg. At the centre: a man who reflects influences of different periods and assumes the most various roles. After the world premiere in Graz, the play was performed from 05.04. at the Landestheater in Salzburg.

Premiere in Salzburg: 05.04.2003

Landestheater Salzburg

INTERNATIONAL NETWORKING

In a number of artistic areas, international networks – with Graz being one node of many – were formed and reinforced, so as to enable ongoing art productions. To name a few:

"ART://OUTSIDE THE NETWORK"

The network of "survival spaces" for the project includes numerous international sites. For example in St. Petersburg where a former Youth Centre was turned into a communication centre with enhanced infrastructure (Free Academy for Youth). In Odzak High School (North Bosnia), a multi-media class with 15 computers has been successfully installed, in Sarajevo an architectural workshop titled "Minimal Housing" was held. Other sites are located in Cologne (Ultimate Akademie), in Aarhus (Denmark), in the Kunstraum Gleisdorf (east of Graz), or in Pavelhaus near Radkersburg (near the Slovenian border).

A selection of presentation dates:

29.10.2003: Line 2, opening of a children's playground in the district Vasillie Eiland in St. Petersburg.

02.10 – 28.10.2003: Live performance in St. Petersburg.

15.11. – 17.11.2003: Line 3 "minimal housing" in Sarajevo.

"TRANSLOKAL"

The literary project has connected 25 European cities by literature in the past few years. On this "literary city tour", the magazine "Lichtungen" has stopped in Kraków, Ljubljana, Zagreb, Bratislava, Trieste, Sarajevo, Pécs, Timisoara, Dublin, Lvov, St. Petersburg, Madrid, Tirana, Prishtina, Bordeaux, Berlin, Glasgow, Brno, Plovdiv, Belgrade, Tallinn, Skopje, Amsterdam and Istanbul, as well as in Graz, as the 25th and final stop.

"HOMELESS WORLD CUP"

The Homeless Soccer World Championship in Graz was the launching event to an ongoing World Championship to be continued in Göteborg (Sweden) in 2004. The organisation headquarters will remain in Graz also in the future, from where the World Cup Office will organise the World Championship in co-operation with the INSP (International Network of Street Papers).

2004 in Göteborg: 25.07. – 31.07.2004



TOURISM FIGURES

OVERNIGHT STAYS IN THE CULTURAL CAPITAL YEAR

In the first ten months of the Cultural Capital Year, from January to October 2003, hotels in Graz registered a total of 728,473 overnight stays. This is a spectacular **increase of 145,987** overnight stays (**+ 24.8%**) compared to 2002, which was the record year in tourism so far.

The statistical values should also be seen in the light of the figures reached by other Austrian cities: while Graz was happy about the mentioned increase in the period from January to October, figures in the other regional capitals did not go up as high or even declined in some cases. For example, Vienna's tourism balance for the first ten months shows an increase of + 2.4%, Salzburg of + 2.2%, Linz a plus of 0.7% and Innsbruck a minus of 2.7%. See the table on the following page for the tourism success of Graz 2003 – Cultural Capital of Europe.

The most successful month of all was October: A new peak of 84,120 overnight stays even exceeded last year's record around the Kalachakra meeting. The highest increase was registered in the months of February (+ 50%), July (+ 37.1%), and August (+ 34.6%).

The highest increase in the flow of visitors from January to October 2003 came from Slovenia (+ 87.5%, in August the stream of visitors from our neighbouring country even went up by 378.1%), followed by Germany (+ 48.9%), France (+ 28.7%), and Spain (+ 25.6%). By the way: the Viennese were also curious about the Cultural Capital, which attracted 79.2% more visitors from the city designated as "the nicest suburb of Graz" than in the previous year.

The increase in daily visits to Graz is even greater and clearly exceeds the plus in overnight stays. According to estimates from tourism organisations, this segment has more than doubled. This assumption is based on **tourist guide bookings (plus 111%)**, and **higher visitor frequencies in the tourism information services of Graz 2003 and Graz Tourism (overall increase of more than 110%)**.

CHANGES IN MARKET FIGURES BY CITIES

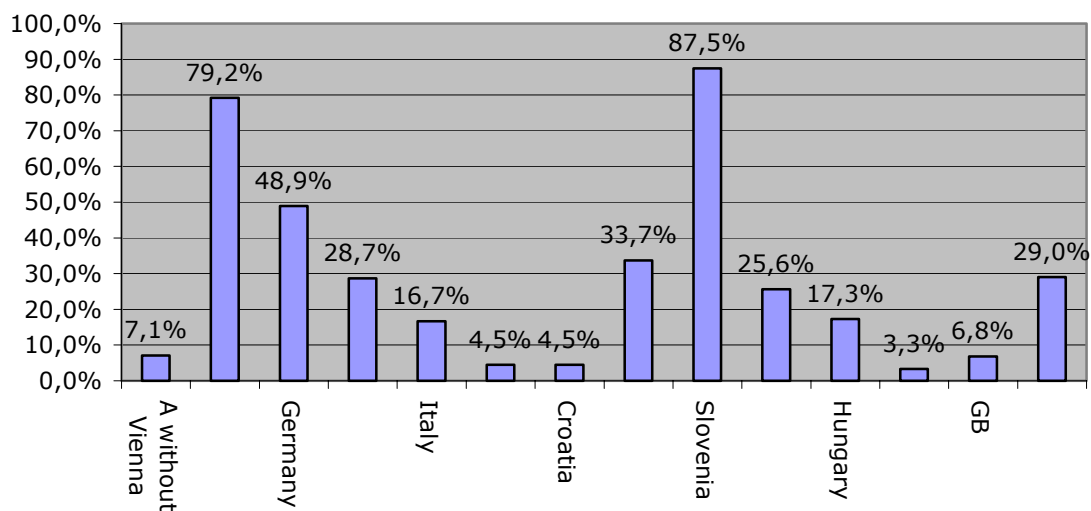
Changes in percent January to October 2003 and 2002

2003	Graz	Innsbruck	Salzburg	Vienna	Linz
January	30.50%	0.90%	6.80%	5.40%	7.30%
February	50.00%	-0.70%	2.30%	0.40%	0.10%
March	14.60%	-5.50%	-15.60%	-7.10%	0.90%
April	14.00%	0.20%	8.60%	1.30%	6.50%
May	28.00%	-18.60%	-4.10%	-3.40%	2.70%
June	33.90%	-10.30%	0.20%	-4.00%	-4.20%
July	37.10%	-7.80%	-2.60%	-3.20%	-5.60%
August	34.60%	3.60%	8.10%	8.50%	2.50%
September	19.70%	5.20%	5.00%	12.50%	3.50%
October	2.70%	6.10%	11.30%	13.20%	-2.30%
Jan. – Oct.	24.85%	-2.74%	2.17%	2.44%	0.73%

RELATIVE MARKET GROWTH BY COUNTRY OF ORIGIN

Changes in percent January to October 2003 and 2002

Market growth by country of origin in percent





MEDIA RESPONSE

OVERALL FACTS AND FIGURES

PRESS RESPONSE

Since 1 January 2003, a total of **8,759** reports about Graz 2003 – Cultural Capital of Europe have been published in a wide range of media. **5,457** articles appeared in Austria, and **3,302** in international media from 37 different countries. Prior to the opening, estimated **3,000** reports more had been published; thus, altogether some **11,800** articles on Graz 2003 have appeared from 1999 to 2003.

A SELECTION OF INTERNATIONAL PRINT MEDIA WHICH HAVE REPORTED ON GRAZ 2003:

Germany: FAZ, Süddeutsche Zeitung, Spiegel, Stern, Die Welt, Frankfurter Rundschau, ART, Bild, Focus, Berliner Zeitung, Financial Times Deutschland, KulturSpiegel Jänner 2003, Abendzeitung, Auto Motor Sport;

Great Britain: The Independent, The Times, International Herald Tribune, Observer, Guardian, Financial Times, World Architecture, Opera Now, Opera, Jewish Chronicle, New Architecture, Great Britain Wallpaper, Telegraph Travel, Architectural Review;

Italy: La Repubblica, Giornale dell'Arte, L'Opera, Il Piccolo, Avvenire, Wall Street Journal, The Independent, Il Abitare, Grazia, Reforma, Tutto Turismo, Gulliver;

Croatia: Globus, Jutarnji List, Vecernji List, Vjesnik, Nacional, Glas Istre, Feral Tribune, Vijenac, Nedjeljni Vjesnik;

Czech Republic: Respekt, Hospodarske Noviny, Atelier, V Zahranici, Rhythmus Zivota, Hudebni Rozhledy, Ceskobudejovicke Listy;

Hungary: Muerto, Europai utar, Magyar Nemzet, Travel&Utazas, Dunantuli Naplo, Figyelo, Hirlap, Pester Lloyd, Praesens, Vasárnap Reggel;

Portugal: Vogue, Jornal de Noticias, Diario de Coimbra, Gentlemen's Quaterly, Commercio de Porto, JN, Diario de Avairo, Rotas & Destinos;

Spain: El Pais, El Mundo, ELLE, La Vanguardia, Metro Directe, Faro di Vigo, El Correro, Sur, La Cronica de Leon, El Diario Vasco, La Clave, Diario de Sevilla;

Switzerland: NZZ, Tages Anzeiger, Sonntagsblick, Le Temps, Le Matin, Blick, Basler Zeitung, Basler Magazin, Schweizer Tagblatt, Berner Rundschau, Die Südostschweiz;

Slovenia: Cosmopolitan, Vecer, Delo, Dnevnik, Demokracija, Gorenjski Glas, Ljubjanske Novice, Lipov List, Nedeljski Dnevnik, Mladina, Mariborcan;

USA: New York Times, New York Post, Washington Post, Metropolis Magazine, Opera News, art in america;

etc.

Furthermore, there have been reports on Graz 2003 in Belgium, Denmark, Greece, Ireland, Japan, Canada, Luxembourg, the Netherlands, Slovakia, Bulgaria, Yugoslavia, Ukraine, Russia, Sweden, Norway, Finland, India, Mexico, China, Korea, etc.

The staff of our **Press Centre** was able to personally welcome **1,734 journalists**.

TELEVISION COVERAGE

Nearly 100 TV stations from all over the world have brought the Cultural Capitals to living rooms all over the globe, among them CNN (USA), BBC (GB), Arte (F), Canale 5 (I), HBO (USA), Euronews (F), but also NHK (Japan), TV Petersburg (RU) or Senegalese TV. Here, **3sat Television as the official TV media partner** of Graz 2003 has had a special role. In all, a total number of 160 reports has been broadcasted by international TV stations

THE 03 WEBSITE

As an illustration of the immediate effects of the Graz 2003 press activities, we'd like to point out the website of the Cultural Capital, which has recorded **22,948,439 page requests** (as of 1 Dec 2003) since 1 January 2003.

A SELECTION OF INTERNATIONAL MEDIA REPORTS ON THE CULTURAL CAPITAL YEAR

GERMANY

„Graz 2003 - ein Ausnahmezustand, der nach dem Willen der Grazer Normalität werden soll.“

("Graz 2003 – a state of emergency which, according to the Grazers, shall become normality.")

STERN

„... wo in Wien Tradition und Repräsentation lähmend wirkten, gäbe es aufrührerisch an der Mur.“

("... whereas Vienna was paralyzed with tradition and representation, the city on the River Mur stood for rebel ground.")

FAZ

„Mehr Kultur geht nicht. So viel Graz war nie.“

("More culture is not possible. There has never been so much Graz before.")

PRISMA

„Kultur im grünen Bereich“

("Culture as it ought to be.")

WELT AM SONNTAG

„... im Luftzug der Kulturhauptstadt, der alles möglich zu machen scheint, gilt jetzt sogar der Ritter mit den ausgefallenen sexuellen Präferenzen als Sohn der Stadt.“

("... in the wake of the Cultural Capital, where everything seems to be possible, even the knight with the strange sexual preferences has been adopted.")

FAZ

„Graz steht Kopf“

("Graz stands on its head.")

FAZ

„Graz 2003 - Ufo im Weltkulturerbe“

("Graz 2003 – an UFO in the World Cultural Heritage.")

BILANZ

„Graz 2003 - Eine Stadt erfindet sich neu“

("Graz 2003 – A city reinvents itself.")

ELLE DECORATION

„Seitdem die steirische Landeshauptstadt im Südosten Österreichs zur europäischen Kulturhauptstadt 2003 ausgerufen wurde, hat sich das hübsche Stiefkind zur Schönheitskönigin gemausert.“

("Since the capital of Styria in the southeast of Austria was nominated Cultural Capital of Europe 2003, this pretty Cinderella has turned into a beauty queen.")

FRANKFURTER RUNDSCHAU

„Graz zeigt, wie auch Europa von seinen Kulturhauptstädten profitieren kann.“

("Graz demonstrates how Europe itself can benefit from its Cultural Capitals.")

FRANKFURTER RUNDSCHAU

„Graz – da muss man jetzt hin“
(*"Graz is the place to be."*)

LISA

„Wo die Kultur niemals schläft“
(*"Where culture never sleeps."*)

GUTER RAT

„Frischzellen für Pensionopolis“
(*"Fresh cells for Pensionopolis."*)

SÄCHSISCHE ZEITUNG

„Tu Bizeps Austria“
(*"Tu biceps Austria."*)

SÜDDEUTSCHE ZEITUNG

„Dicker Fisch in der Steiermark“
(*"A big shot in Styria."*)

STERN

„Graz guckt – und Europa schaut zurück.“
(*"Graz looks out – and Europe looks back."*)

BRAUNSCHWEIGER ZEITUNG

„Graz sei zu benutzen wie ein Supermarkt – selbst wer nichts braucht, wird irgendetwas finden.“
(*"Graz should be visited like a supermarket – even those who don't need anything will find something to take home."*)

BERLINER ZEITUNG

SWITZERLAND

„Graz tickt wunderbar verkehrt.“
(*"Graz ticks wonderfully anti-clockwise."*)

NZZ

„So viel Graz wie heuer war nie. [...] So viel Kulturhauptstadt war nie.“
(*"More Graz than ever before. More Cultural Capital than ever before."*)

NZZ

„Kulturhauptstadt mit Zukunft. Graz greift nach den Sternen.“
(*"A forward-looking Cultural Capital. Graz reaches for the stars."*)

SONNTAGSBlick

„Mit Graz und Gloria. Spürbar erfolgreich.“
(*"In splendour and glory. Graz radiates success."*)

SONNTAGSBlick

„Die Kulturhauptstadt in Österreichs Süden verführt, buhlt und provoziert.“

("The Cultural Capital in southern Austria is seductive, playful and provoking.")

TAGBLATT

„La ville a pourtant montré que, sous une bonhomie provinciale bien assumée, elle dispose d'un tissu culturel qui justifie largement l'honneur qui lui échoit.“

("Nevertheless the city has demonstrated that under its self-chosen provincial simple-mindedness there is a cultural core which largely deserves the honour it has been accorded.")

LE TEMPS

„Graz, couronnée capitale européenne de la culture pour 2003, est une ville de province qui n'a pas peur de revendiquer ce statut. [...] Graz démontre que charme provincial n'est pas obligé d'aller de pair avec repli sur soi.“

("Graz, nominated Cultural Capital of Europe for 2003, is a provincial city that doesn't fear to claim this status for itself. [...] Graz demonstrates that provincial charm does not necessarily reflect a hillbilly attitude.")

LE TEMPS

USA

"This is no slumbering southern backwater. With the pending expansion of the European Union, Graz moves from the eastern fringes of 20th-century Europe to a strategic position as a 21st-century crossroads."

THE NEW YORK TIMES

"The sites built for Graz 2003 are innovative and forward-looking, even eccentric."

THE NEW YORK TIMES

"Don't feel bad if you've never heard of Graz. Even though it's Austria's second largest city, and Arnold Schwarzenegger's birthplace, it's still largely undiscovered by Americans. But thanks to its new status as this year's European Capital of Culture, Graz is about to have its cinderella moment."

NEW YORK POST TRAVEL

"Graz officials have used the title "Cultural Capital" to bring their 850-year-old city into the 21st century with a slew of new projects."

NEW YORK POST TRAVEL

"More than its predecessors, this otherwise quaint and provincial city has effectively – and permanently – used this year to reshape itself."

METROPOLIS MAGAZINE

"Graz is not only building – it's doing so in a spectacular way."

METROPOLIS MAGAZINE

"Anyone who left Graz last year will be coming back to a very different place."

METROPOLIS MAGAZINE

"In Graz the Cultural Capital title has perhaps been most instrumental as a rallying point around which things have gotten done, and the city stands to make some significant euros from it."

METROPOLIS MAGAZINE

"In the end the Cultural Capital designation is an economic program, but in this case it's one that's largely founded on some remarkable lasting architecture. Long after the 2003 banners have come down, and the galleries, theaters, and museums return to their normal schedules, Graz will stand as a solid proving ground for the likes of Acconci, Cook, Fournier, and even its own Graz school."

METROPOLIS MAGAZINE

SLOVENIA

„Gradec – evropska kulturna prestolnica odpira nove perspektive ..."

("Graz, the European Capital of Culture, opens new perspectives ...")

NEDELJA

FRANCE

„Une capitale culturelle de l'Europe ouverte à l'avant-garde."

("A Cultural Capital open to the avant-garde.")

LE MONDE

„Mais l'on ne s'endort pas non plus sur le patrimoine. Peu de villes européennes ont su à ce point tirer parti de leur éphémère statut de "capitale culturelle" pour se doter d'infrastructures de qualité qui marqueront le paysage urbain et accueillir des créateurs venus de tous les horizons."

("But here nobody rests on their laurels. Only few European cities have made such good use of their temporary Cultural Capital status to give themselves a quality infrastructure, which will mark the cityscape permanently, and attract creative individuals from all over the world.")

LE MONDE

„Elue pour cette année capitale européenne de la culture, la deuxième ville d'Autriche propose un programme pétillant d'esprit et d'audace. [...] Une jolie perle de culture, amoureuse de son passé et cependant tournée vers l'avenir."

("Nominated Cultural Capital of Europe this year, the second-largest city of Austria presents a programme that sparkles with imagination, spirit and pure cheek. [...] [Graz] is a beautiful pearl of culture, in love with its own past but nonetheless forward-looking.")

L'EST MAGAZINE

„Graz, masochiste avec talent. [...] Assoupie, provinciale, Graz prouve qu'elle est capable aussi d'accélération."

("Graz, a gifted masochist. Although slumbering in provincialism, Graz demonstrates that it's capable of acceleration.")

ELLE DÉCORATION

HUNGARY

„Grazban van katarzis.“

(„In Graz there's catharsis.“)

NÉPSZAVA

GREAT BRITAIN

“Graz has embarked upon a programme of urban architecture that takes the breath away.”

THE TIMES

“There is so much to see in Graz.”

TRAVEL IQ

“Looking for something to do this weekend? Then get over to the Austrian city of Graz.”

ARCHITECT'S JOURNAL

“Graz is emerging from its shell to become one of Europe's most desirable cultural destinations.”

OPERA NEWS

“Finland for Sibelius, Italy for Rossini ... and Graz, European City of Culture, for everything else.”

DAILY TELEGRAPH

“Graz, Cultural Capital of Europe 2003, takes up the cultural baton with a vengeance this year.”

THE INDEPENDENT

BELGIUM

„Culturele hoofdstad rekent af met bestofte verleden.“

(“Cultural Capital clears out the musty past. ”)

GAZET VAN ANTWERPEN

„Dez stad trekt wel degelijk alle registers open om het label van culturele hoofdstad te verdienen.“

(“This city really pulls out all the stops everyday to deserve the title of Cultural Capital.”)

VROUW

„2003 l'an de Graz“

(“2003, the Year of Graz”)

WEEKEND LE VIF/L'EXPRESS

CROATIA

„Projekt kulturne metropole Europe Grazu je u prvih sedam mjeseci 2003. donio imidž jedne od najpoželjnijih turističkih destinacija.“

("The Cultural Capital project has earned the City of Graz the image of being among the most popular tourism destinations within the first seven months of 2003.")

VIJENAC

„Cijeli se projekt odvija izvrsno, bolje nego što se itko nadao.“

("The whole project is running excellently, better than was ever hoped.")

FERAL TRIBUNE

MEXICO

"Graz, la reina de corazones"

("Graz, the queen of hearts")

RUTAS DEL MUNDO

FINLAND

„Kulttuurinnälkäinen matkailija ei näänny tarjonnan puutteeseen, pikemminkin päinvastoin. Grazissa tapahtuu kulttuurin saralla aina, mutta erityisesti nyt kun kaupunki on parrasvaloissa, tarjonta on hulppeaa ja kansainvälisestikin merkittävää.“

("Aficionados of the arts will find a wide range on offer to choose from. In Graz there are always a lot of cultural events going on, but now that the city is in the limelight of Europe, there is an even wider and internationally remarkable selection.")

ILTA-SANOMAT

ITALY

„Città di grande vivacità artistica, Graz, capitale europea della cultura per il 2003, è stata trasformata in un labirinto di palcoscenici, auditorium, spazi espositivi, sia in antichi edifici sia in nuove costruzioni polivalenti.“

("Graz – Cultural Capital of Europe 2003, a city vibrating with artistic energy, was turned into a labyrinth of stages, concert halls, exhibition places both in historical buildings and in new multi-use premises.")

VOGUE

„Graz, dove l'arte si fa spettacolo.“

("Graz, where the arts have become a performance in public spaces.")

L'ECO DI BERGAMO

„È la città stessa che si trasforma e diventa uno stimolo culturale.“

("It is the city itself that changes and becomes a cultural incentive.")

L'ECO DI BERGAMO

„Ciò che sorprende non è tutta questa mole di esibizioni, ma la grande fruibilità nel potervi accedere.”

("What surprises most is not the huge extent of the projects but their attractive and inviting appearance.")

L'ECO DI BERGAMO

„Per la località della Stiria il 2003 sarà un anno decisivo, al termine del quale potrebbe essere lanciata definitivamente nell'Olimpo del turismo mitteleuropeo.”

("For the Styrian city, the year 2003 will be decisive, at which end Graz might have definitely reached the Olympus of Central European tourism.")

SETTEGIORNI IN FRIULI

„Una passeggiata nel passato. Un viaggio nel futuro. [...] L'abbinamento tra l'architettura moderna e una ricchissima offerta culturale ha creato un mix unico ed affascinante.”

("A walk into the past. A journey into the future. [...] The combination of modern architecture and a wealth of cultural events has created a unique and fascinating mixture.")

L'ECO DELLA STAMPA, GUIDA VIAGGI

„Già in gennaio all'inaugurazione del suo anno come capitale europea Graz aveva positivamente sorpreso con l'annuncio di un programma di tutto rispetto e con la presentazione di una serie di nuovi edifici pubblici destinati a lasciare tracce durature nella vita culturale e artistica della città.”

("As early as January, during the opening of the Cultural Capital year, Graz not only surprised us with its highly remarkable programme but also with a series of new public buildings which will leave permanent traces in the cultural and artistic life of the city.")

IL PICCOLO

„Sembra un banale gioco di parole, ma per Graz, seconda città dell'Austria dopo Vienna, il 2003 è proprio un anno di grazia.”

("It sounds like a trivial game of words, but for Graz, the second-largest city of Austria after Vienna, the year 2003 is the year of mercy.")

IO DONNA (Supplement CORRIERE DELLA SERA)

„Ricchissimo, svariatisimo, praticamente imponente. Occorrono tutti questi aggettivi per dare appena un'idea del programma di altissimo livello allestito dalla città di Graz per il 2003.”

("Extremely rich and varied, impressively implemented. All these adjectives are necessary to describe the highly ambitious programme that Graz has prepared for the year 2003.")

L'ECO DI BERGAMO

„La seconda città dell'Austria quest'anno esce finalmente allo scoperto. Con un ricco programma di eventi, degno di una grande "capitale europea della cultura". E con una serie di realizzazioni all'altezza della sua fama architettonica.”

("The second-largest city in Austria finally went onto the public stage this year. With a packed calendar of events that is worthy of a great Cultural Capital of Europe. And with a series of interesting new buildings which confirm the city's reputation for excellent architecture.")

TUTTOTURISMO

„Quest'anno la protagonista assoluta è lei: Graz.”

("It takes the only lead role this year: the City of Graz.")

VIAGGI E SAPORI

„Graz: fascino antico e stile ipermoderno”

("Graz: historical charm and ultra-modern style.")

BELLA

„Graz – Officina Futuro [...] Ecco Graz, capitale della cultura 2003. Dove l'Europa più creativa sta lavorando...”

("Graz – workshop of the future. [...] This is Graz, Cultural Capital 2003. Where the cream of European creativity is at work.")

GULLIVER

„Graz ha deciso di scrollarsi di dosso polvere e incrostazioni e di guardare al futuro con una nuova progettualità.”

("Graz has decided to shake dust and crumbs from its coat and to forge new plans for the future.")

IL PICCOLO

„A Graz, arte moderna su un cuore antico.”

("Graz, modern art with a historic core.")

VERA MAGAZINE

„Graz: Come un'elegante signora fin de siècle che si libra di corsetto e crinoline per indossare minigonna e tacchi a spillo ...”

("Graz: like an elegant lady of the fin de siècle, changing her corset and hoop skirt for a mini skirt and a pair of high heels ... ")

ANNA



DELEGATIONS

VISITS OF INTERNATIONAL DELEGATIONS TO THE CULTURAL CAPITAL

More than 120 international delegations from the culture, politics, science and university domains visited Graz during the Cultural Capital year. Among them were numerous delegations from future Cultural Capitals and candidate cities that wished to learn from the experience made by Graz 2003 representatives on site in technical discussions. These groups act as multipliers, communicating the qualities of Graz throughout the world.

To learn from Graz means learning how to win.

Minister Dr. Michael Vesper (Minister of Urbanism and Living, Culture and Sports of North Rhine Westphalia)

Graz has created a new standard for all Cultural Capitals.

Spyros Mercouris, Melina Mercouris' brother, ECCM Chairman of Honour

"Graz has encouraged us. [...] Like Regensburg, Graz had been on the fringe of Europe for a very long time. And the opening to the new Europe is evident in Graz just as it will be in Regensburg soon."

Hans Schaidinger, Mayor of Regensburg (Regensburg is a candidate to the title of Cultural Capital of Europe 2010)"

Mittelbayerische Zeitung

"The people of Graz have all grown two inches". Bremen Chamber of Commerce, Managing Director Uwe A. Nullmeyer at the occasion of a trip to Graz with the "Culture-Economy" working group of the City of Bremen (Bremen is a candidate to the title of Cultural Capital of Europe 2010).

Weser Report

LIST OF DELEGATIONS:

Genoa - Cultural Capital 2004 (several visits)
Lille - Cultural Capital 2004 (several visits)
Cork - Cultural Capital 2005 (several visits)
Department of culture, City of Zagreb
Augsburg candidate to the title of Cultural Capital 2010

European Parliament of Culture, Ambassador Karl-Erick Norrman
Karlsruhe candidate to the title of Cultural Capital 2010
Olympus, Chairman Mr. Kishimoto
Bremen candidate to the title of Cultural Capital 2010
Kassel candidate to the title of Cultural Capital 2010
Volga Cultural Capital
Dornbirn Chamber of Commerce
Cultural Committee, Vienna
St. Pölten, Lower Austria, Cultural Economics committee
The Minister of Culture, Bavaria
Karlsruhe candidate to the title of Cultural Capital 2010
Bregenz Festival
Trade and Culture Committee, Bremen candidate to the title of Cultural Capital 2010
Cardiff candidate to the title of Cultural Capital 2008
Münster candidate to the title of Cultural Capital 2010
Kassel candidate to the title of Cultural Capital 2010
Karlsruhe Cultural Capital 2010
High school teachers of Wakayama, Japan
Conference of the European Ministers of Foreign Affairs
Faculty of Economics, Maribor
Salzburg delegation, government delegates and party secretaries
SPÖ Regional Parliamentary Club of the Social Democrats, Salzburg
Berlin, Committee of Cultural Affairs of the Chamber of Deputies, Berlin
Austrian Senate, Vienna
Technical University Chemnitz
Delegation Liguria
Cultural Committee, Linz
International Rectors Conference
The Mayor of Celje, Slovenia
IWA (International Women's Association), meeting in Graz
Committee meeting of broadcasters 3sat / ORF / SRG / ZDF / ARD
Imam conference (representatives of Islamic communities from 23 countries)
Augsburg candidate to the title of Cultural Capital 2010
The Mayor of the Region of Sarajevo (Bosnia and Herzegovina)
Social-Democrat Delegation, Darmstadt candidate to the title of Cultural Capital 2010
Foreign ambassadors Ljubljana, delegation of diplomats
Birmingham candidate to the title of Cultural Capital 2008
Dresden, Christian-Democrat Section of the Parliament of Saxonia
Görlitz candidate to the title of Cultural Capital 2010
Radiokulturhaus Vienna
The town of Radenthein
Ambassadors' wives from Ljubljana
Social-Democrat representatives, Linz
Linz Cultural Administration
Lawyers from Augsburg
British Council
The President of Lithuania Vaira Vike-Freiberga
Augsburg Mayor Eva Leipprand
Architects' and Engineers' Association Augsburg
Delegation of the Municipal Council Karlsruhe
REGIONALE 2010 NRW Rhineland Region
IAKM Conference (International Association Communication and Media)
Chairman of the Circle of Promoters Bremen candidate to the title of Cultural Capital 2010
Minister-President of the State of Hessen, Roland Koch; Minister of Science and the Arts, Udo Corts

City of Weimar Cultural Capital 1999 and Weimar State Orchestra
Regensburg candidate to the title of Cultural Capital 2010
ARTE programme conference
Richard Castelli, Art Director of Lille Cultural Capital 2004
Cultural Committee of the Danish Parliament
Elukka Eskelinen, Intendant of Helsinki Cultural Capital 2000
Potsdam candidate to the title of Cultural Capital 2010
SPD-parliamentary group Hessen, Kassel candidate to the title of Cultural Capital 2010
Summer University Conference
Gebietsbetreuung Gumpendorf, 6th and 7th districts, Vienna
Didier Fusillier, Intendant Lille Cultural Capital 2004
Bert van Meggelen, Intendant Rotterdam Cultural Capital 2001
Schnittpunkt Graz – International Curators Network
Green parliament group Kassel, candidate to the title of Cultural Capital 2010
Young Liberals Hessen
Federal conference Young Economy
Cultural committee Salzburg
Cultural committee Sankt Pölten
SPÖ parliament group Sankt Pölten
Rotary Club Salzburg North
Cultural Capital of Canada
Cultural Committee of the Austrian Association of Cities and Towns
School headmasters Celje (Slovenia)
EuRegionale 2008 Aachen
EU Committee of the Regions
Wolfgang Thierse, President of the German Bundestag
British Arts Minister Estelle Morris
The Mayor of Pafos/Cyprus Fidias Sarikis and Themis Filippidis/Pantelis Leptos
Danica Simsic, Mayor of Ljubljana
Les Rencontres, Network of elected officials of cities, regions and communities from Europe (300 cities and regions from 28 countries)
Defence Minister CENCOOP
Delegation from Osijek (Croatia)
Cultural Service of the City of Linz
State initiative StadtBauKultur NRW
Art cocktail/Cultural association Vienna
Mayors from Bosnia
City of Augsburg candidate to the title of Cultural Capital 2010
ECCM
The Vice-Mayor of Bolzano with Italian/German Department of Culture
Peter Benz, Mayor of Darmstadt
Chris Hurley, Director of the Cork Film Festival
Delegation from Osnabrück
Erna Hennicot-Schoepges, Minister of the Arts, Luxemburg / Paul Faber, Ambassador of Luxemburg /
Guy Dockendorf of the Ministry of Arts
European Parliament of Culture
Delegation from Rennes
Candidate team from the Ruhr region, candidate to the title of Cultural Capital 2010

Still to come:

Delegation from China
Delegation from Liverpool Cultural Capital 2008
Representatives of the Japanese Senate

Delegation from Münster

Jean Lous Poitevin, Director of the French Cultural Institute Innsbruck



GRAZ 2003 MARKETING

MARKETING FOR GRAZ 2003 – FACTS AND FIGURES

The marketing activities for Graz 2003 – Cultural Capital of Europe constitute the biggest communication project ever implemented in the arts and city marketing in modern Austria. From product development down to classical advertising and customer care, more than 60 co-organisers and over 300 partner companies and suppliers were integrated under one umbrella brand management.

141	advertising subjects
846	subject designs (approximate figure)
4	umbrella campaigns
124	programme campaigns
3.023	individual advertisement formats
6.480	pages of advertising & promotion content
875	promotion & presentation activities in 17 countries
65	balloon launches in 38 places throughout Europe
280	Velo taxi days in 21 places throughout Europe
1,312,500	direct contacts during promotion activities (c.)
1,585	outdoor logo branding points
1,236	indoor logo branding points
1,200	distribution points for advertising material
54	advertisement distribution runs
20	advertising and communication prizes awarded
19,664,400	individual advertising media
112,710	face-to-face visitor contacts at 2003 info points
34,278	customer calls
4,174	individually answered written requests
387,000	standardised customer mails & mailshots
2,312	groups welcomed by Graz 2003
261	liaison teachers in schools
56	03 schoolscoots
1,595	03 club members
1,208	ticket sales points selling all Graz 2003 tickets

"OTHER EVENTS IN GRAZ" – THE ADDITIONAL PROGRAMME OF GRAZ 2003

194 additional programme items have been announced in the "03 LIVE" supplement. 39 of those have their own project description at the 03 website. The following projects have been advertised outside the region through the "Graz flies" campaign:

Kirov Ballett	14.014 visitors
Classics in the City	52.500 visitors
Jazz Summer Graz 2003	110.000 visitors
AIMS	5.400 visitors
La strada	140.000 visitors
Mountainbike European Championship Graz 2003	35.000 visitors

COMMUNICATION AWARDS

DISTINCTIONS FOR THE ADVERTISING AND COMMUNICATION CONCEPT OF GRAZ 2003

Graz 2003 has received **twenty awards** by the end of November, among them the **Globe Award** that honours Graz 2003 – Cultural Capital of Europe as the best tourism project worldwide.

Competition	Award	Category	Work done	Agency
Green Panther 2002	Green Panther in Gold	Campaign	Logo launch "Graz, who would have guessed"	LOWE GGK
Great Austrian Poster Award 2002	Gustav Klimt Prize in Gold	Most creative poster 2002	Logo launch, motive: "Cheese"	LOWE GGK
Great Austrian Poster Award 2002	Ranked among the top 15	Most creative poster 2002	City Light, motive: "Opening"	LOWE GGK
Advertising-EDward 2002	Ranked 4 th	Advertisements	Campaign "Who would have guessed", motive: "University"	LOWE GGK
Advertising-EDward 2002	Ranked 6 th	Advertisements	Campaign "Who would have guessed", motive: "World heritage"	LOWE GGK
Advertising-EDward 2002	Ranked 7 th	Advertisements	Opening motive "Stones"	LOWE GGK
Advertisement of the Season - Winter 2002	Ranked 2 nd	Services	Opening motive "Stones"	LOWE GGK
London Midsummer Festival	Award	Travel and Tourism	Cinema and TV spot "Graz, who would have guessed"	LOWE GGK
Printissimo Emballissimo 2002 - Prize of the Austrian Paper Industry	Jury prize	Paper without frontiers	Programme book Graz 2003	FMW
Creativ Club Austria - Venus in Gold, Silver, Bronze	Venus in Silver	Large and small posters, indoor, outdoor, larger than 2/1 sheet	Opening, Graz 2003: "Welcome to Vienna, the nicest suburb of Graz"	LOWE GGK
Creativ Club Austria - Venus in Gold, Silver, Bronze	Nomination	Editorial	Link	Lichtwitz - Büro für vis. Komm. with Marcus Sterz/Drahtzieher
E-Media Award 2003	Nomination	Culture	Website "www.graz03.at"	decipher
Green Panther 2003	Green Panther in Gold	Campaign	Logo launch "Graz, who would have guessed"	LOWE GGK
Green Panther 2003	Green Panther in Gold	Outdoor advertising	Logo launch, motive: "Cheese"	LOWE GGK
Green Panther 2003	Green Panther in Gold	Advertisement	"Graz – who would have guessed"	LOWE GGK
Green Panther 2003	Green Panther in Silver	Advertisement	Logo launch	LOWE GGK
Green Panther 2003	Bronze	Outdoor advertising	Opening poster	LOWE GGK
Green Panther 2003	Bronze	TV/cinema	"Graz – anything goes"	LOWE GGK
Globe Award	Globe Award	Best tourism project worldwide	Overall concept	
Maecenas 2003 – Culture sponsoring prize	1 st Prize	Best newcomer project	"Art and Traffic" sponsoring	Federation of Austrian Industry
Maecenas 2003 – Culture sponsoring prize	1 st Prize	Best art sponsoring concept	Helmut List Hall	AVL List GmbH



ACCOUNTS

REVENUE AND EXPENDITURE

Graz 2003 Organisation GmbH will present balanced accounts.

The final budget of Graz 2003 Cultural Capital of Europe Organisation GmbH amounts to **58.6 million €** for the period of its activity from **1999 to 2004**.

REVENUE

The revenue – exclusive of sales of fixed assets – covers the following items:

Public sector*	52.2 million €
Sponsors	3.2 million €
Receipts**	3.2 million €

* The financial contribution originally agreed with the City of Graz, the Province of Styria, the Republic of Austria, and the EU, originally amounted to 55.5 million €. The contributions of the Republic and the EU were reduced in the years 2001 and 2002 by 4.1 million €. This loss was compensated by the Province of Styria that increased its contribution by 0.8 million €.

** This item covers sales such as the programme book, tickets, merchandising articles and other receipts (rent, lease, etc.). Without the revenues of project partners for projects co-financed by Graz 2003.

EXPENDITURE

The expenditure will equally amount to 58.6 million €, i.e. Graz 2003 Organisation GmbH will present balanced accounts. The expenditure includes the following items:

Projects	37.3 million €
Marketing/press/communication	13.8 million €
Current liabilities	7.5 million €



ECONOMIC IMPACT OF GRAZ 2003 – CULTURAL CAPITAL OF EUROPE

GRAZ 2003 – THE CULTURAL CAPITAL YEAR AS AN ECONOMY BOOSTER

The expenditure for the Cultural Capital year does not constitute a burden for the budget of the City but has brought valuable economic impulses instead.

The Cultural Capital year 2003 earned the City far more than it cost in financial terms.

The Cultural Capital project initiated additional sales of several hundred million euros and thus created a lasting economic effect.

The financial contribution of the City's budget to the Graz 2003 – Kulturhauptstadt Europas Organisation GmbH is **18.2 million euros**.

These expenses compare with:

- The immediate return from the organisational budget of Graz 2003 is **9.2 million euros**,
- whereas the expenses incurred by Graz 2003 GmbH within the City amount to **33.9 million euros**,
- and expenses by several-day tourists to approx. **21 million euros**.

The financial flow generated by multiplying effects within and to the City of Graz by Graz 2003 add up to around **80 million euros**, which is **more than four times** the City's contribution to Graz 2003 Organisation GmbH.

In the year 2003 alone, several day tourism generated a sales turnover (21 million euros) that exceeds **the expenses incurred by the City** for Graz 2003 Organisation GmbH overall (from 1999 to 2004).

EXPENDITURE INCURRED FOR GRAZ 2003 GMBH

The City undertook to finance Graz 2003 Organisation GmbH to the amount of 18.2 million. euros. This sum was spread over 6 years (1999 to 2004) as follows:

1999	218,019.- euros
2000	2,074,301.- euros
2001	2,180,185.- euros
2002	5,087,057.- euros
2003	4,258,600.- euros
2004	4,350,083.- euros

Expenditure incurred by the City of Graz for Graz 2003 Organisation GmbH: **18.2 million euros**

REFLUX TO THE CITY OF GRAZ

The expenses incurred by the City of Graz for Graz 2003 Organisations GmbH compare to the following direct and indirect reflux from the organisation to the City:

a) **Investment**

Graz 2003 Organisation GmbH invested **5 million euros** of its budget in the construction of the Island in the Mur, which has an estimated service life of at least 50 years. Graz 2003 Organisation GmbH has thus created a magnet, which clearly enhances the City's reputation as a tourism attraction over the long term. The City of Graz benefits from this investment and saves at least the same amount that would otherwise be necessary to reach a similar effect.

b) **Current expenses**

Graz 2003 GmbH must pay **rent** amounting to **0.4 million euros** to the City for the offices used by Graz 2003, through to 2004 until completion of the project.

c) **City marketing expenditure**

During the years 2002 and 2003, Graz 2003 GmbH presented the City of Graz to a European public under a completely different angle. With the slogans "Graz – who would have guessed", "Graz – anything goes" and "Graz flies", the marketing campaigns (in newspapers, magazines, TV and on the radio) were highly successful both nationally and internationally, and have essentially boosted visitor awareness. The costs of these city marketing campaigns amount to approx. 3.8 million euros and were incurred by Graz 2003 Organisation GmbH to ensure a sustainable increase in awareness for the City.

Amount of capital reflux from Graz 2003 Organisations GmbH to the City: **9.2 million euros**

EXPENSES INCURRED BY 2003 GMBH WITHIN THE CITY OF GRAZ

A major portion of the overall budget of Graz 2003 GmbH (57.6 million euros) is being and has been spent within the City of Graz itself. This includes salaries and remunerations, payment to project partners as well as to suppliers and service providers.

a) **Personnel costs**

Graz 2003 has paid out about **7.8 million euros** in salaries and remuneration to its (permanent and free-lance) personnel (including exhibition personnel etc.).

b) **Payments to Graz-based project partners**

A total of **24.6 million euros** have been paid to local project partners (artists, cultural institutions) and projects, thereof **20,2 million euros** in Graz.

c) **Payments to Graz-based suppliers and service providers**

Approx. **9.5 million euros** in total have been paid to local suppliers and service providers, thereof **8.3 million euros** in Graz.

Expenses incurred by 2003 GmbH within the City of Graz: **36.3 million euros.**

ADDITIONAL SALES GENERATED BY VISITORS TO THE CITY IN 2003

According to Graz Tourism, an **increase** by approx. **150,000 overnight stays** is expected by the end of 2003, a more than satisfactory figure after the record year 2002 (with 648,000 overnight stays). Multiplied with the average amount spent by several day tourists per night (140,- euros) this results in an additional amount of 21 million euros generated by Graz 2003.

Amount spent by several day tourists in the City: **21 million euros.**

The (additional) expenses of one-day tourists are not included, since it is not possible to precisely determine their number for statistical purposes. The estimates, however, point to around one million visitors.

OVERALL ECONOMIC EFFECTS

In June 2003, Joanneum Research carried out a survey on the impact of Graz 2003 on the regional economy. Based on the payments of Graz 2003 GmbH, the survey projected an additional production value (sales turnover) of 45 million euros spent in Graz and its surroundings. Of these, **41.5 million euros** are spent in the city of Graz itself.

As far as tourism is concerned, Joanneum Research assumed an increase in overnight stays of 10% and had projected additional sales of 12.6 million euros in the city.

The increase in overnight stays in 2003 was, however, much higher than anticipated. By 31 October 2003, the city registered a plus of **24.8%**. The additional sales turnover figure was thus corrected to **32.4 million euros**.

The mentioned expenditure incurred by Graz 2003 Organisation GmbH and the amounts spent by tourists staying in the city add up, via multiplication effects, to an additional **production value** (sales turnover) **of 73.9 million euros**. This is to be seen as an immediate result of the activities of Graz 2003 GmbH within the city.

Sales turnover generated by Graz 2003 within the City of Graz: **73.9 million euros**.

The sums moved by the organisational budget of 2003 thus amount to **more than four times** of the monies the City spent for the Cultural Capital year.

THE EXPENSES INCURRED BY THE CITY FOR GRAZ 2003 ORGANISATIONS GMBH DO NOT STEM FROM THE CULTURAL BUDGET.

The sums contributed by the City to Graz 2003 Organisation GmbH – in total 18.2 million euros spread over 6 years – come from a special budget, which in no way burdens the cultural budget but is managed by the Finance and Properties administration of the City. The portion of this annual budget dedicated to Graz 2003 Organisation GmbH amounts to:

1999	0.03%
2000	0.32%
2001	0.31%
2002	0.67%
2003	0.54%
2004	?

In view of these ratios, **any talk of a heavy burden on the City's budget would appear to be at the least somewhat exaggerated.**

Within the framework of the Cultural Capital year 2003, **the Graz-based project partners** – i.e. artists and culture creators as well as cultural institutions in the City and the projects of Graz 2003 – received a total of **28.5 million** from the City's budget. This means that **more than one and a half**

times of the financial contribution made by the City of Graz **went directly to the Graz-based cultural scene.**

The above-described positive effects for the economy of Graz, generated by Graz 2003 GmbH, create a **potential room of manoeuvre for a possible improvement** of the financial situation for culture creators and cultural institutions in the future. In no way may this be interpreted as a reduced endowment of the cultural budgets in the future.

GRAZ 2003 – THE CULTURAL CAPITAL IN FIGURES

Total budget 58.6 million euros

Of which:

City of Graz	18.2 million euros
Province of Styria	19.0 million euros
Republic of Austria	14.5 million euros
EU	0.5 million euros
Sponsoring	3.2 million euros
Receipts*	3.2 million euros

*without the revenues of project partners for projects co-financed by Graz 2003

Reflux to the City of Graz

Immediate reflux from 2003 GmbH to the City	9.2 million euros
Expenses incurred by Graz 2003 GmbH in the City	36.3 million euros
Monies spent by several day tourists in the city	21.0 million euros

Additional production value generated by Graz 2003 in the City 73.9 million euros

Production values induced by expenses incurred by Graz 2003	41.5 million euros
Production values induced by expenses incurred by several day tourists	32.4 million euros

Increase in overnight stays compared to the tourism record year 2002	approx. 150.000
Visitors to Graz 2003 events until end of November	2,775,271

Permanent and temporary cultural buildings erected by Graz 2003 Organisation GmbH:

Island in the Mur
Shadow Clock Tower, Lift to Mary, Mirrored City
Cultural buildings marketed as part of Graz 2003 – Cultural Capital of Europe but not financed by Graz 2003 Organisation GmbH
Kunsthhaus
Helmut List Hall
House of Literature
Children's museum
Stadthalle (multi-purpose event centre)