



European Health Forum Gastein Important Impulse for the Regional Economy

- **More than 600 high-profile decision-makers come to the Gastein Valley**
- **2000 additional overnight stays in low season**
- **Congress guests spend an average of EUR 300 per day**

Bad Hofgastein. The European Health Forum Gastein (EHFG) taking place this year for the tenth time from 3 to 6 October is also an important factor for the regional economy. In the absolute low season in fall the most important health policy event in the European Union will fill hotels at the congress location of Bad Hofgastein for just under one week. The more than 600 participants in the forum are reflected in the books by 2000 overnight stays. As congress tourists have the highest per-capita expenditures of all guest categories – current studies specify EUR 300 per day – the positive impact on international tourism in the Gastein Valley is particularly strong.

“But even more important than the revenues directly resulting from the EHFG is the image effect for Bad Hofgastein and the Gastein Valley,” Franz Weichenberger, treasurer of the EHFG and director of tourism in Bad Hofgastein, explains. The enormous media interest – this year there are more than 40 journalists accredited at the EHFG – also brings an additional advertising effect.

“Health is an important aspect for the Gastein tourism industry and if leading healthcare experts meet from year to year and internationally regarded health policy initiatives emerge from Gastein, this plays a critical role in positioning the Gastein Valley as a healthcare region,” according to Weichenberger. “We can succeed with a unique combination of resort and wellness offers on the one hand and the splendid nature and variety of winter and summer sport opportunities on the other.”

Furthermore, with the European Health Forum Gastein Bad Hofgastein can also profile itself as an effective congress event location. However, with its steadily growing number of participants and more than 25 individual events, the forum is approaching the limits of the available infrastructure. “If we also want to take full advantage of the opportunities a successful leading event such as the EHFG offers for the congress destination Gastein, then an expansion and upgrade of the conference facilities is certainly essential,” Weichenberger emphasizes.

Further information:

EHFG Press Office, Mag. Thomas Brey, info@mbdialog.at, Tel.: +43 (0) 64 32/20262, mobile: +43 (0) 676/542 39 09

Further press information and photographs of the EHFG can be found at www.ehfg.org.