

# Casinos Austria at ITB Berlin 2004

Casinos Austria delighted with success of this year's International Tourism Exchange in Berlin.



As a leading player in the global casino industry and dedicated local tourism partner in each of our casino locations worldwide, Casinos Austria has strong links with ITB Berlin and has been an exhibitor at this prestigious event for the last 15 years. 2004 was no exception, as CEO Paul Herzfeld notes: „ITB is a key event in the Casinos Austria marketing calendar and offers us an ideal opportunity to market our extensive international casino network and 12 casinos in Austria.“

CEO Paul Herzfeld, Regional Director Robert Vierziger, and Casinos Austria AG Director Professor Gerhard Skoff were all in Berlin to attend the show and, of course, welcome guests to a long-established ITB tradition: the Casinos Austria annual Sunday afternoon „Würstelessen“ party, where customers, business partners, journalists and industry professionals get together to enjoy traditional Austrian fare in a relaxed and friendly atmosphere.

The Casinos Austria booth was one of the busiest around, buzzing with activity from the moment the show opened until the last roll of the Charity Roulette wheel. Also an

established fixture at ITB, the live Charity Roulette game attracted enormous attention, giving visitors a brief taste of the renowned entertainment, service, professionalism, hospitality, and charm that are synonymous with all Casinos Austria casinos. The Roulette table was open for the whole of the event, and this year was an unprecedented success, raising a record 2,385 for a local kindergarten, the Storchennest in Marwitz, Brandenburg.

This year, Casinos Austria also introduced a new cooperation with the Tourist Board of Baden, near Vienna, home to Casino Baden, Austria's first and largest casino. The city of Baden was represented on the booth by Martina Spinka from the Tourist Board and Dr. Petra Bohuslav, Managing Director of the Congress Casino Baden (CCB), one of the largest casino and congress centers in Central Europe. Dr. Bohuslav was delighted with the cooperation: „Germany is a key market for tourism in Baden, and this cooperation provided an ideal opportunity to promote the synergies between Casinos Austria and CCB on the international stage. Casino Baden plays a key role in tourism in Baden and features strongly in our marketing themes: gaming roses wellness golf.“

Casinos Austria is a leading player in the international casino industry and currently operates 65 casinos in 16 countries and on board 11 luxury international cruise ships. In addition to its extensive activities in the casino sector, Casinos Austria is also active in the lottery, online gaming, and sports betting markets through its stakes in Austrian Lotteries and two specialized subsidiary companies (win2day.at and tipp3). Two further subsidiaries round off the Casinos Austria portfolio: CARD develops, manufactures and supplies premium technical equipment for the international casino market, while CAST provides casino operations and the gaming industry with the latest in security and surveillance services and technology.

Hermann Pamming

Head of Corporate Relations and Customer Care