



COMPETENCE ATLAS

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LEBENSRAUM TIROL

HOLDING

Innsbruck Marketing GmbH

Innsbruck-Marketing GmbH is the administrator of the "INNSBRUCK" brand.

As a strategic unit of the city, it focuses on the city's residents and entrepreneurs. The economic attractiveness and the moderation of stakeholder needs are among the focal points. The awareness and attractiveness of Innsbruck as a tourist, cultural, sports and knowledge city is strengthened by seasonal events organized by Innsbruck-Marketing GmbH. All activities are carried out with the strategic success logic of the "Innsbruck brand" in mind and ultimately serve to sustainably secure and increase the quality of life in Innsbruck.

Mitglied im Cluster:

KT

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