

# Better urban living

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# Cities remain drivers of tourism growth



A boost to life intensity



Inspiration & new perspectives



Knowledge transfer  
(meeting)



Socio Pleasure

# But: cities are under permanent stress test

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## **City = advantage of density**

(talents, job opportunities, amenities, genetic diversity...)

## **Battle for resources**

(public space, cool zones, affordable housing etc.)

## **Cities = living laboratories**

for innovative solutions to ensure tomorrow's quality of life







Disruptions and crisis are the new normal:

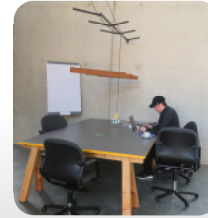
- **Shocks** (unexpected): e.g. pandemics, global economic crises, wars etc.
- **Stressors** (long-term consequences): floods, droughts, migration waves, overtourism etc.

➡ Cities have to build up anticipatory resilience





# Development corridors for better urban living



## Digitalization

- Decentralisation (remote work, from mobility to location)
- Smart City (internet of things, predictive AI)



## Decarbonization

- Top down: Green Deal (EU)
- Bottom up: Next Generation
- Geopolitical crises ➡ reorganisation of supply chains, circular city



## (Socio-)demographic change

- Young swarm cities ↔ ageing society
- Fight for talents
- Cultural diversity & inclusion



# The global risks

2 years

Misinformation & disinformation

Extreme weather events

State based armed conflicts

Societal polarization

Cyber espionage und warfare

10 years

Extreme weather events

Biodiversity loss & ecosystem collapse

Critical change to Earth systems

Natural ressource shortages

Misinformation & disinformation

Environmental Societal Technological Geopolitical

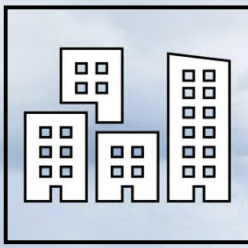




“What does a good urban living look like? How can we ensure it for tomorrow?”

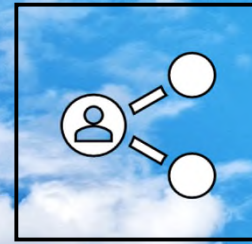






## Smart & regenerative

- \*Smart city & regenerative transformation
- \*Blue and green



## Diverse, inclusive, collaborative

- \*The human scale / city of short distances
- \*Social cohesion
- \*Collaborative culture



## Resilient city





Globally, cities are driving the sustainable agenda



## New operating system for the post-fossil era



- Decoupling growth and resource consumption
- Access over ownership (sharing, as-a-service models)
- Transition from linear to circular system (urban mining etc.), local economic cycles
- Sustainable buildings (bio-based raw materials (timber, adobe), digital product and material passport)





Prosperity  $\Leftrightarrow$  growth = increase

Overuse of resources  
("planetary boundaries")

Business as usual?  
Post-growth?  
Inclusive growth?  
Common good?

Linear model of growth is put on the test bench



# Adaptation for better urban living



- Quality of experience
- Green lounges, stimulating *communication & relaxation*
- Third places (both for residents & visitors)
- Residents as co-creators of their city/neighborhood





# Green formats for **next** generation

Green building –  
parking for bicycles  
ONLY

Micro showrooms,  
self scanning

Delivery by cargo  
bikes and E-trucks

Publicly accessible  
rooftop terrace  
(non-commercial  
use)





# Climate-resilient neighborhoods

- Green and blue infrastructure
- green roofs/facades, white facades (cooling effect)
- water management, soil unsealing
- cooling zones, fresh air corridors
- farming areas on rooftop/building walls





## Tulln: Turning Parking into Park

- Nibelungen-Platz: covers 7,900 m<sup>2</sup>, featuring tree shading and smart irrigation systems
- 70% of the area are covered with greenery or gravel surfaces allowing full water infiltration, while 23% consists of permeable paving with wide joints
- High-quality natural stone surface - fully permeable
- Multifunctional public space





# Coolcation

- Cool places
- Cool walks & rides

Cool spots - future points of urban attractions



# Innsbruck - "joy of alpine-urban living"





# The city of tomorrow is *walkable & bikeable*

- **Healthy City:** pedestrians & cyclists
- Linking **micro-mobility** & **public transport** (Vienna: 1<sup>st</sup> mover: 365 euro / annual pass)
- Incentives for **car-free City centers:** free public transport (e.g. Tallinn, Luxembourg City, Augsburg (city center), mobility budgets in companies for climate-friendly mobility)







Park 'n' Play / JAJA Architects ©Rasmus Hjortshøj – COAST

Transformation / adaptation of urban key places  
(e.g. parking houses, shopping centres etc.)



# Hyperlocal mindset

“When real space gives way to real-time, we need a rehabilitation of small units, of micro-worlds of living.”

Paul Virilio

Urban micro-worlds

15-minute  
neighbourhoods  
Proximity economy  
Resonance tourism





# Smart city fosters urban livability

## Smart cities involve residents in urban planning processes

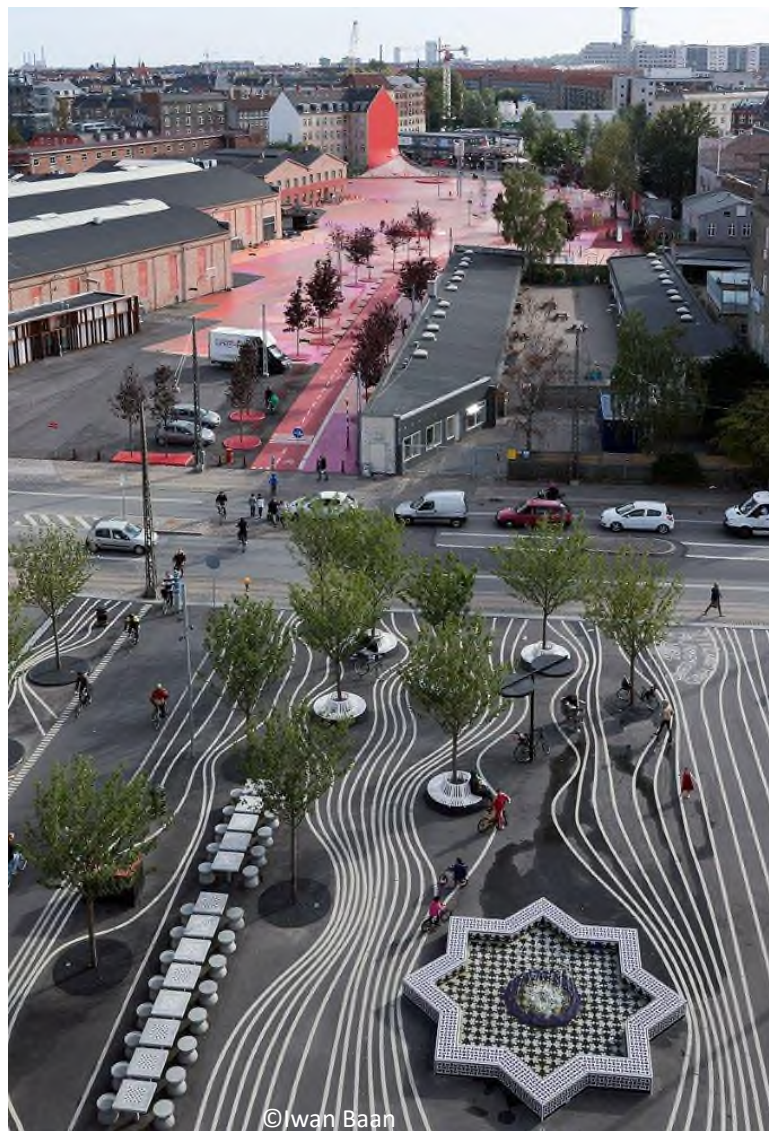
- Co-creation: district development through “participatory budgets” (Zurich, Vienna, Amsterdam etc.)
- Participation via “digital twins”, AI, E-platforms etc.

## Open innovation

- Vienna: urban mobility labs; climate teams (citizens & experts) in districts; Viertel Zwei: residents = energy production community (solar power traded via blockchain)
- Eindhoven: smart lighting concepts / collaboration between city society, business and research centers







# Future City

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- ✓ smart
- ✓ green
- ✓ collaborative





©The Hague & Partners




Ocean Race ©The Hague & Partners

## „Impact City” The Hague

- The Hague → goal: climate neutrality by 2030
- Impact network of public-private partnerships (green economy, renewable energy, food innovation), start-up hubs, R&D etc.
- Purpose-driven: “We believe that economic success goes hand in hand with solutions for a better world”
- Key event “The Ocean Race” (sustainability village, 360° impact measuring)





# Destination Stewardship

- Fluid boundaries between living and experience spaces, work and leisure
- Tourism utilizes / monetizes public spaces and goods → responsibility of DMOs and stakeholders
- Everyday resilience of residents & carrying capacity as strategic priorities
- Carbon-neutral customer journey
- Immersive (local) experiences





How do leading  
austrian tourism  
cities respond to  
future challenges?



# Balanced tourism in Austrian cities

## **Vienna:**

„Optimum Tourism“:  
balance between visitors  
and residents.  
Enhancing quality of life;  
shared responsibility of  
stakeholders;  
neighborhood-based  
tourism, focus on  
meeting guests etc.

## **Salzburg:**

Visitor economy: quality  
over quantity, tourism as  
integral part of urban  
development, providing  
cultural and economic  
impact while minimizing  
conflicts of use

## **Region Innsbruck:**

balanced tourism with  
special focus on local  
acceptance of tourism  
and smart mobility