

Project failures

In public discussions of the topic, calls are repeatedly made for more so-called "inclement weather programmes" which could serve above all to activate the summer season. New projects are announced prominently in the press; just as often, however, bankruptcies also hit the headlines.

Project failures are frequently due to the same causes:

- **suboptimal sites:** location; accessibility/ease of access to means of transportation;
- **property area:** weakness in conceptualisation; overestimation of the attractiveness of the theme; inadequate setting and insufficient dramatisation; poor visitor management; low repeat visit potential, etc.
- **weakness in management**
- **overestimation of visitor potential**, including: size of target audience; catchment area; degree of visitor activation; repeat visit rate; as well, the degree to which the project can compete on the basis of price with other powerful Austrian attractions, as Austria is known for its exceptionally large offer of both nature-based recreational activities (mountains, lakes, rivers, natural spas) and culture-based activities (cities, palaces, castles, concerts, etc.)
- **no or insufficient planning for the future:** options for adaptation, expansion, etc.

There are several important reasons why Austria does not have the same parameters as other countries for major amusement parks along the lines of Walt Disney World, Europa Park Rust or similar: as a country with a highly-developed tourism trade, Austria already offers a wealth of attractive recreational and holiday activities; as well, it has a relatively low population density; to an extent, its neighbours do not share the same language; as well, its topography and the mobility patterns of its inhabitants also play a role.