

The Design Center is one of the most successful event centres in Europe

With the past year 2006, the Design Center looks back to another successful business year, hosting 97 events on 275 booking days with a total number of 190,195 visitors.

To work with a positive operating result, as the Design Center does, is quite atypical in the event industry. In a benchmark comparison survey of similar companies (in regard to size, capacity and functionality) the Design Center has achieved a place among the top three in various fields.

The field study was conducted by the EVVC (European Association of Event Centers) in association with the Symbios AG. The working group of the participants that were compared with each other comprised altogether 27 event centres. Apart from the Design Center's positive operating result, the results it achieved in other areas deserve particular mention, too. The positive ranking proves that the decision to build an event centre of its kind has absolutely paid off.

Enclosed please find the results in the form of graphs which show that the Design Center is a highly efficiently run company in the fields of total net income (after P&L), operating result measured by the number of rentable rooms, turnover per staff member (total market), annual comparison - staff, and energy costs per square metre.

CEO Thomas Ziegler is very pleased about the successful results and sees the focus of the future strategy in running the Design Center as a DMC (Destination Management Company) for Linz: "The best event location is useless if the structures of the economic area and the city do not match it." The positioning has made it possible to cleverly place a timelessly modern top event centre on the European event market.

