

# ‘AUSTRIA HAS MANY TREASURES’

Vienna-based wedding planner extraordinaire **Christine Friedreich** tells us about her venture with **Inspiria**, and what makes her city stand out

## How did Destination Wedding Partner Austria begin?

I did an internship with Inspiria in 2006, at the beginning of my career. Stefan Heissel [Inspiria’s managing director] and I had a good relationship, so when Inspiria was approached to do an Indian wedding he asked me to get involved. In 2017, after our third joint wedding, we created a network of partners to focus on destination weddings. We always have a lot of fun working together so it made sense to create a team. In the beginning, destination weddings were a relatively unknown field for all of us, so we have all grown together.

## What is the ‘something new’ your clients are requesting for their destination weddings?

Exclusivity in every possible way! Our clients always seek the best, something new. So we are constantly changing our portfolio to their needs and their ideas. We will not rest until we have found what they are looking for. From buying out vineyards to get a special wine, to changing the tour plans of international acts, we have seen everything, and we continuously reach for the stars in the name of our clients.

## Where would you recommend for an Austrian honeymoon?

Salzburg, especially Salzkammergut, the mountain region in Vorarlberg and Tyrol, and Carinthia. All offer luxurious hotels for weddings as well as honeymoons.



## What are the challenges involved in organising a wedding in Austria?

Every country has its challenges. Because everything is very centrally located we sometimes have to be aware of noise restrictions, so if we have a venue in a residential area it can be tricky. Austria is one of the safest countries in the world and we have very high standards of service, so labour costs can be quite high compared to other countries.

## Does Austria have any wedding customs?

In Austria the brides throw the bouquet, just like in the UK and other parts of the world. We also have a custom where the couple saw some wood together, or nail a piece of wood – this is to prove their compatibility!

## What trends do you see for 2019?

Austria will become more and more popular for weddings. Austria has many treasures, and the mountain region has lots of undiscovered jewels. From privately owned castles to palaces to exclusive mountain chalets, we really can cater for any event, from the huge to the intimate.

## How do you see DWPA growing in the next 10 years?

We have only just put DWPA on the map and are already seeing more clients coming in. The understanding between the partners and what they need to execute such big weddings is getting better. So in 10 years we will be growing, with more partners. We will be the leading platform in Austria, organising the most beautiful weddings, at the most luxurious venues and with the best partners! ❤️

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