Austrianvineyards.com
the world’s first nationwide information and presentation system of all wine estates

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ÖSTERREICH WEIN
Große Kunst. Ohne Allüren.
Mission Statement

• The goal of the Austrian Wine Marketing ÖWM is to pursue a system that **accentuates all vineyards of Austria in an appealing way.**

• The challenge is to map the abundance of information in such a way that the genuine data can be depicted in a particularly **pleasant and comprehensible way.**

• The difficulty is to cartographically communicate the abundance of spatial and thematic information to do justice to the desired testimonial of **image of excellence.**
Project Outline

• A research and development project with the aim of conceiving a functional as well as user-centered geographic information portal of all Austrian vineyards to record, represent and communicate relevant factors dealing with wine and their spatial-temporal characteristics.

• Österreich Wein Marketing GmbH (ÖWM) commissioned the project in close cooperation with the University of Vienna and the Technical Office for Landscape Planning plan+land
Hard Facts

4,200 BOTTLERS

AUSTRIA 46,500 HA OF VINEYARDS

Exports 2020

- Export value in mil. €
- Export volume in mil. L

187 mil €*
68 mil. L*

* Rounded value

Source: Statistik Austria, final export figures 2020 (as of June 2021).

The data export method used by Statistik Austria also includes re-exports of non-Austrian wine. 1999 no data available.
**Legal Facts**

**Generic Qualitätswein**
- Niederösterreich
- Burgenland
- Steiermark
- Wien
- Kärnten
- Salzburg
- Tirol
- Vorarlberg
- Oberösterreich

**4 Specified Regions with Focal Varieties**
- Wachau
- Wagram
- Carnuntum
- Thermenregion

**13 Specified DAC Winegrowing Regions**
- Weinviertel DAC
- Mittelburgenland DAC
- Traisental DAC
- Kremstal DAC
- Kamptal DAC
- Leithaberg DAC
- Eisenberg DAC
- Neusiedlersee DAC
- Wiener Gemischter Satz DAC
- Rosalia DAC
- Vulkanland Steiermark DAC
- Südsteiermark DAC
- Weststeiermark DAC
Conceptional Framework

• The implementation focuses on the "image of excellence" of the Austrian wine industry.

• Austrian Wine Marketing Board aims to be the first generic wine marketing organisation to offer digital (geo) information on its vineyards based on legal cadastral data on a nationwide level.

• Presentation of the vineyards in Austria in a freely available and clear form by means of a comprehensive digital database that combines data from a wide range of sources and for a wide range of requirements.
Geodata

• Data is based on legal regulations and resolutions of the Austrian National Wine Committee.

• The representation of the planted vineyard area is based on data of the Integrated Administration and Control System of the EU (INVEKOS), implemented by AMA (Agrarmarkt Austria).

• The vineyard data was obtained from the geoinformation offices of the Austrian provinces - Only vineyards that are allowed to be indicated on wine bottles according to wine law are shown.

• Climate data was obtained from the annual yearbook of the Austrian Central Institute for Meteorology and Geodynamics (ZAMG) with monthly resolution.
Map Conception

- Digital and analog approach
- Maps of all 17 specified winegrowing regions
- Multiple map sheets for large regions
- Standard scale: analog 1 : 50,000 (optional 1 : 25,000)
- Multiple scales: digital zoom levels 5 – 18
- Tailored maps based on open data
Technological Requirements

• **Online display**
  - XL displays
  - Notebook displays
  - Tablet displays
  - Smartphone displays

• **Analog display**
User Experience Issues

• Use case: "Direct access"
  • direct focus on the element of interest via the URL or via a link on an external page

• Use case: "Bottle label"
  • starting the online platform with the clear intention of searching for a (mostly) spatial term that can be found on a label of an Austrian wine bottle.

• Use case: "Wikipedia"
  • extending the linear directed access through interaction between information objects. Similar to the user behaviour of "Wikipedia", all spatial and thematic content in the system is interlinked.
Located to the immediate north-west of the village, Ried Wiege is situated between Ried Spiegel and Ried Grimming. To
**WIEGE**

**RIED (SINGLE VINEYARD)**

- **1.4 ha**
- **264–321 m (¢ 293 m)**
- **Southeast (76%)**
- **5–20° (¢ 14°)**

**ORIGIN**

Winegrowing cadastral municipality: Gumpoldslichten
Winegrowing municipality: Gumpoldslichten
Large collective vineyard site: Schatzberg
Specific winegrowing region/DAC: Thermenregion
Generic winegrowing region: Niederösterreich
Winegrowing area: Weinland
Winegrowing country: Österreich

**CLIMATE**

- **Seasons**
- **Temperature**

| Temperature | 10.9 | 20.6 | 10.5 | 1.4 |

**DESCRIPTION**

Located to the immediate north-west of the village, Ried Wiege is situated between Ried Spiegel and Ried Grimming. To
Mean daily sunshine duration (h), 2020

Weather station: Wien Hohe Warte, Wien, Austria
[198 m; 48.35 °N, 16.36 °E]

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Data: ZAMG

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