

Sales Guide Austria 2017/18

A guide to unique Austrian experiences.
b2b.austria.info/uk



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the nothing-can-spoil-this-view-perfection

 Austria
arrive
and revive



austria.info

Austria

a country in the heart of Europe.



Enjoying an enviable location at the centre of Europe, Austria offers up the ideal holiday location for all.

In the summer, come here to bathe in crystal-clear lakes, walk along well-marked Alpine passes, enjoy open-air concerts or explore outstanding terrain and culture-clad cities by bike. During the winter, a veritable snow-filled adventure playground awaits with pristine pistes, top-notch ski resorts, optimal weather conditions and world-class ski schools catering for a large number of guests from the UK and around the world. In all seasons, a wealth of hidden treasures is waiting to be discovered. No matter how many times you visit, you're guaranteed to find more to surprise you each time you return.

Easily accessible from the UK, Austria remains a perennial favourite with the British traveller. 2016 saw another year of growth, with 919,623 arrivals and 3.7 million overnights. This makes the UK the fourth most important foreign market for overnight stays. The first half of 2017 has been the best ever, with 512,423 arrivals from the UK in the period of January to June.

With our 'Sales Guide 2017/18' we are delighted to bring you a selection of some of the latest product ideas, destinations and accommodation within the Austrian tourism sector.

Austria is famous the world over for its genuine heartfelt hospitality, and we look forward to extending this warm welcome to you.

Klaus Ehrenbrandtner
Director, Austrian National Tourist Office, UK

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Good to know



Area: 83,858 km²
Population: 8.7 million
Capital: Vienna
International dialling code: 0043

Language: German is spoken as a first language by 98% of the Austrian population. English is widely spoken and is the leading second language in the education system.

Topography: Austria combines a truly unique variety of landscapes, climatic conditions and flora. Austria's landscapes range from alpine peaks to rolling hills to valleys and plains.

Climate: Austria's climate is moderate and agreeable. Precipitation is quite evenly distributed over the year. May, September and October tend to be the driest months, April and November are the wettest periods. During the summer months, temperatures can easily reach 25-30°C. As weather in the mountains can change very quickly, hikers are advised to check daily forecasts. During the winter months, Austria becomes a skier's paradise. Snow cover generally lasts from December to the end of March or, in some high alpine areas, even until the end of April.

Temperatures in Austria's major cities (°C)

| | May | July | Sep. | Nov. | Jan. | Mar. | |
|------------|-----|------|------|------|------|------|------------------------------|
| Vienna | 19 | 24 | 20 | 7 | 1 | 8 | max. 10 15 11 3 -6 1 min. |
| Klagenfurt | 20 | 25 | 20 | 1 | -1 | 9 | max. 8 13 1 1 -8 -1 min. |
| Salzburg | 18 | 25 | 20 | 8 | 2 | 9 | max. 8 12 4 -4 -5 3 min. |
| Innsbruck | 20 | 25 | 20 | 8 | 1 | 17 | max. 8 13 4 -4 -4 4 min. |

Visa regulations

Citizens of the European Union (EU) require a valid identity card. Visitors who require a visa are advised to contact the Austrian Consulate. Advice can be found on the Austrian Embassy website www.austria.org.uk, or by calling the Visa Information Service on 020 300 25 936 (Monday-Friday, 08:00-17:00). Please note that applications are administered by appointment only.

Customs regulations

As an EU member state, the customs regulations of the European Union are valid for Austria. Pets are allowed into Austria with a valid EU Pet Pass. For more information please contact www.defra.gov.uk, tel. 0870 2411 710

Money

The EURO is the official currency in Austria. All banks apply the same official rate of the day. Cash dispensers are as widely available as in the UK. Cash may be drawn either with 'MAESTRO' or any major credit card. Travellers' cheques are honoured in banks but a transaction fee will be charged.

Banking hours

In major cities and towns, banks are generally open from 08:00am to 12 noon or 13:30 to 15:00; Thursdays to 17:00. Banks are closed Saturdays and Sundays. Bureaux de change at airports and major rail terminals are open 7 days a week from 08:00am to 20:00; in Vienna until 22:00.

Shopping hours

Stores and supermarkets open at 08:00am or 09:00am and many supermarkets are open until 19:00 or later or, depending on the location until 12:00 noon or 17:00 on Saturdays. Food stores and news agents in many well-known holiday resorts stay open on Sundays, but are usually closed on public holidays.

Eating out

Lunch is usually served from 12:00 noon to 14:00 and dinner from 18:00 to 21:00 in resorts and up to 22:00 in towns and cities.

Restaurants with less than 80 m² can be smoking or non-smoking places. Places over 80 m² can either be non-smoking restaurants or have a completely separate smoking section. However, please note that there will be a complete smoking ban in restaurants from May 2018. Service charge is not included in the restaurant bill – gratuities of 10%-15% are expected. Credit cards are widely accepted. They might, however, be declined at some restaurants and smaller huts. If you wish to find out more about Austria's culinary delights please visit www.via-culinaria.com and www.tiroler-wirtschaft.at.

Emergency services

International emergency number... 112
 Fire service: 122
 Police:..... 133
 Ambulance:..... 144

B2B services

at the Austrian National Tourist Office.



"I'm excited to be here in my new role, helping and supporting travel industry partners in a number of different ways. We hope that you find this guide helpful, and we look forward collaborating with you in the future."

Hannah Zajic

Trade & Media Manager hannah.zajic@austria.info, T +44 (0)7825 267 948, b2b.austria.info/uk

Our B2B web channels:

b2b.austria.info/uk
www.twitter.com/Austria_UK
www.youtube.com/austriatourism

B2B Newsletter

If you would like to receive regular travel trade updates about tourism in Austria, including new developments, products and experiences, presentations on destinations, please register your interest for our quarterly B2B newsletter at: hannah.zajic@austria.info

Connecting you

We are happy to provide you with a list of Austrian Incoming Agencies. They are your professional partners when organising a trip to Austria and can help you with offers and information on hotels, round trips, booking tickets and packages in Austria.

Brochures, merchandising material, posters

We offer various brochures for your clients or sales staff and also provide posters or merchandising material for events or trade fairs.

Video footage

Use our 360° videos and image films for your website to offer an insight into a wide variety of Austrian regions and seasonal activities.

Image library

Download free images of Austria at <https://views.austria.info>. Browse over 6,000 images on our online image library, featuring all aspects of Austria, including cities, culture, architecture, countryside, people, sports, cuisine and hotels. Simply register, download your image and please credit Austrian National Tourist Office for copyright purposes.

Fam trips, connecting with Austrian partners

If you would like to contact an Austrian tourism industry partner, whether from the UK or through a site visit, we are here to help you connect with the appropriate contact.

Participation at travel and MICE markets

We are happy to welcome you to our stand at the WTM and the Meetings Show UK.

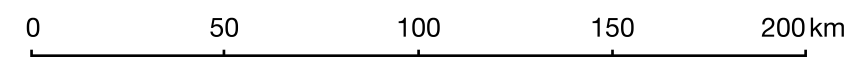
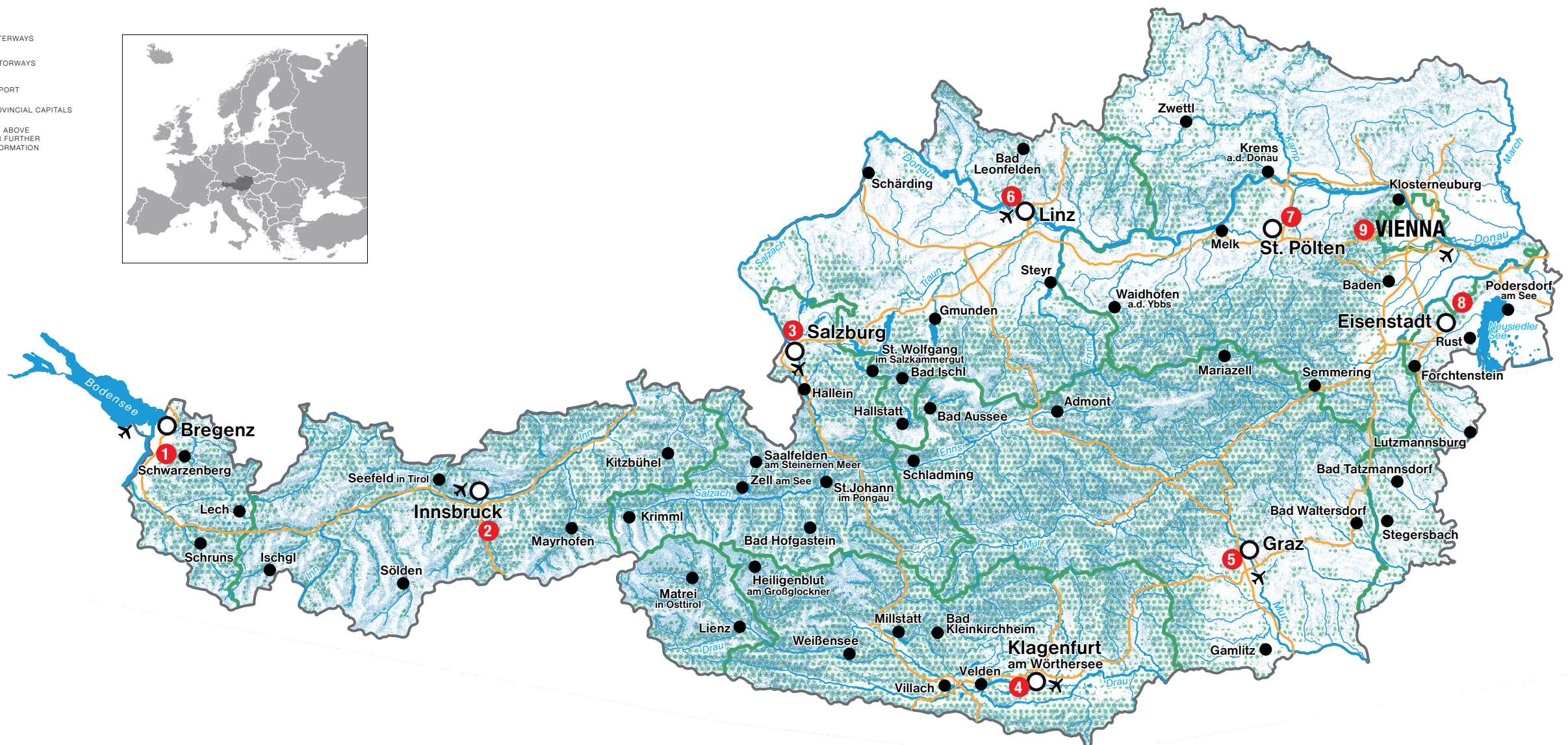
Please contact Hannah Zajic for more information.

Austria at a glance

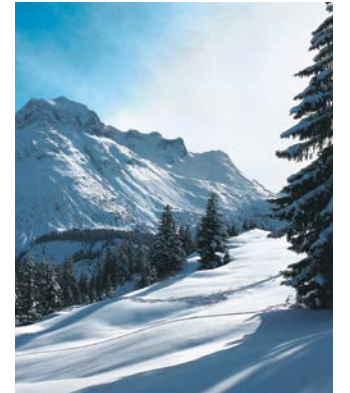
Below, find how to get in touch with all the provincial tourist boards in Austria.

- 1 **Vorarlberg Travel**
T +43 5572 377-0330
info@vorarlberg.travel
www.vorarlberg.travel/en
- 2 **Tirol Tourist Board**
T +43 512 5320-643
info@tirol.at
www.tirol.com
- 3 **Salzburg State Board of Tourism**
T +43 662 6688-0
info@salzburgerland.com
www.salzburgerland.com
- 4 **Carinthia Tourist Board**
T +43 463 3000
info@carinthia.at
www.carinthia.at/en
- 5 **Styria Tourist Board**
T +43 316 4003-0
info@steiermark.com
www.steiermark.com/en
- 6 **Upper Austrian Tourist Board**
T +43 732 221-022
info@oberoesterreich.at
www.oberoesterreich.at/en
- 7 **Lower Austrian Tourist Board**
T +43 2742 9000-9000
info@noe.co.at
www.lower-austria.info
- 8 **Burgenland Tourist Board**
T +43 2682 633 84-0
info@burgenland.info
www.burgenland.info
- 9 **Vienna Tourist Board**
T +43 1 24 555
info@wien.info
www.wien.info/en

- WATERWAYS
- MOTORWAYS
- AIRPORT
- PROVINCIAL CAPITALS
- SEE ABOVE FOR FURTHER INFORMATION



Yearning for holiday fun?
Let us inspire you.



Are you looking for some holiday inspiration? Find information and tips online at www.austria.info, the Austrian National Tourist Office's official travel guide. Set out on a journey to where all your holiday dreams come true.

Holiday information service

- info@austria.info
- www.austria.info
- www.facebook.com/visitaustria
- www.youtube.com/user/austria
- [@Austria_UK](https://twitter.com/Austria_UK)
[#feelAustria](https://twitter.com/feelAustria)

Tourism in Austria

A success story in facts and figures.



Austria merges tradition and modernity in a way no other European country does and is becoming the cultural hub of Central Europe.

The importance of tourism in Austria

In Austria, tourism is very important to the national economy – in 2016, tourism and leisure industries accounted for more than 16.1% of the Austrian GDP. Particularly in resort regions and valleys with little else in the way of industry, tourism secures jobs and thus creates income and wealth. Almost one-fifth of all full-time jobs in Austria are either directly or indirectly based on tourism. The significance of tourism in Austria can also be seen from its global ranking, where the country ranks 13th in the world by absolute number of arrivals - not bad for such a small country! Austria is also among the top destinations worldwide based on the resident population's per-capita income from international tourism.

Steady visitor growth

Last year, more people than ever spent their holiday in Austria. In 2016, Austria welcomed more than 41.5 million visitors, an increase of 5.2% from the previous year. Total overnights amounted to 141 million - meaning that the number of holidaymakers visiting Austria each day equals the combined number of residents in Salzburg, Innsbruck and Klagenfurt. The Austrian economy saw 25.2 billion in tourism revenue in 2016.

What attracts millions of holidaymakers to Austria each year?

Stunning unspoiled nature, endless all-season recreation, a wealth of musical and cultural offerings, a tempting culinary scene, a well-known tradition of hospitality, and a reliable and safe infrastructure make Austria a very appealing destination in a prime location at the heart of Europe.

A cultural hub

Austria merges tradition and modernity in a way no other European country does. Once, the centre of the Habsburg Empire, for centuries Austria was exposed to the multi-cultural influences from Eastern and Southern Europe, as well as from Italy and the southern German region. Viennese classical music, the waltz and operetta melodies of Johann Strauss and Franz Lehár and Viennese Modernism flourished in this rich cultural soil. Today's Austrian art and cultural scene retains its international charisma as it reflects its history as a European meeting place.

Good living – the Austrian way

Austria is a country that knows how to live, and wonderfully relaxed and with genuine enjoyment at that. This can be attributed to its eventful history, a pleasant healthy climate, and eye-pleasing landscapes. The Austrian lifestyle is based on well-being and leaves a permanent and enriching impression on its guests. Austrian hosts across this alpine nation uphold a long-standing tradition of hospitality, joyfully fulfilling all requests and sharing local tips on ways to relax and enjoy life! It is these encounters with your Austrian hosts that will leave lasting impressions.



Photos: ÖBB/Harald Eisenberger

Contact

ÖBB Austrian Railways
 Mag. Eva Buzzi
 T +43 1 89930
 eva.buzzi@pv.oebb.at

Am Hauptbahnhof 2
 1100 Wien
 Customer service line:
 T +43 (0) 5 1717

General description

Austria's trendiest districts are located on the water or in the historic centres. As well as offering lashings of urban flair, they wow with a distinct charm. They attract a young and worldly crowd to an area where artists present their works, little innovative shops are waiting to be explored and stylish bars and restaurants pamper their customers with their culinary creations. Often, it's students and creative thinkers who bring a new zeitgeist into previously unassuming alleys and corners, bringing them to life. A visitor to these districts will find an inspirational ambience, inviting them to explore and let their minds wander.

Fully relaxed and in great comfort, you can reach Austria's trendiest districts in Vienna, Linz, Salzburg, Graz or Innsbruck on ÖBB's most modern trains! ÖBB's Railjet will take you from Vienna to Linz in 1h 16min, in less than 2h 30min to Salzburg or Graz and in 4h 14min to Innsbruck. Purchase an ÖBB Sparschiene ticket and travel at exceptionally low rates. Enjoy all the advantages of railway travel from as little as 9 Euros.

What makes us special – our services

We offer a wide range of services on our trains. ÖBB trains offer air-conditioning, generous luggage racks, plugs for charging electronic devices, WLAN and on-board restaurants, depending on the train category. If travelling in First Class, you can enjoy Austrian specialities directly at your seat and newspapers will be provided for free. The ÖBB Railjet also offers a cinema for kids.

Exclusive for First Class passengers, there are lounges at various railway stations. There you can spend your waiting time relaxing and drinking coffee.

Zell am See-Kaprun - Holidays without compromises

Its combination of glacier, mountains and lake make the Zell am See-Kaprun region in the heart of Austria so unique. No other region in the Alps boasts this many spectacular day trip destinations and Alpine attractions in such a close vicinity. They include "Gipfelwelt 3000" on top of Mount Kitzsteinhorn, Mount Schmittenhöhe and Mount Maiskogel as well as crystal-clear Lake Zell and the region's golf courses. The ÖBB Railjet takes you from Vienna to Zell am See in less than 4.5 h. Lean back to relax and marvel at the mountain peaks and forest landscapes passing by.



Travelling times between major Austrian cities:

Vienna – Salzburg:
 less than 2.5 hours with ÖBB Railjet
 Salzburg – Innsbruck:
 less than 2 hours with ÖBB Railjet
 Innsbruck – Bregenz:
 starting from approx. 2.5 hours

Vienna – Graz:
 2 hours 35 min
 Graz – Linz:
 starting from 3 hours 18 min
 Graz – Innsbruck:
 starting from approx. 6 hours

Vienna – Klagenfurt:
 less than 4 hours

The railway system of Austria is very well developed, there are not only fast national connections, but also regional trains that bring you to picturesque villages.

With its medieval castle ruins and wild and romantic vineyards, the Wachau region is one of the most impressive landscapes in the heart of Austria. The 36 km stretch along the Danube has been declared a UNESCO World Heritage Site.

The Salzkammergut with its beautiful lake and mountain scenery can also be reached comfortably by rail. Allow us to take you to the enchanting pottery town of Gmunden am Traunsee, the imperial villa (Kaiservilla) in Bad Ischl or the mystical Lake Hallstatt.

Enjoying Austrian specialities while travelling

Lean back, order your first Austrian coffee and marvel at lush valleys, mountain peaks and lakes passing by your window.

Drinks and food can be enjoyed in our on-board restaurant or via the mobile trolley service. In First Class you can order snacks, drinks or a whole menu right from your comfortable seat (applicable fee).



Contact

Donauturm Aussichtsturm- und Restaurantbetriebsges.m.b.H.

Gottfried Fragner,
Director Sales & Marketing –
Tourism and Leisure Sales
T +43 664 884 60 113
gottfried.fragner@donauturm.at

Donauturmstraße / Mispelweg 8
1220 Wien
+43 1 263 35 72
reservierungen@donauturm.at

General description

The Danube Tower is the most spectacular sight in Vienna and a prime example of modern architecture. It was constructed for the Viennese International Garden Show in 1964 and is now a listed building. It is the perfect place from which to embark upon your discovery and sightseeing tour through Vienna.

After extensive reconstruction works in 2017/2018 the whole tower shines with a new brilliance, and radiates all the glamour and charm of the 1960s.

Before entering the elevator, guests are greeted with a preshow and interactive multi-touch wall, giving them their first information about the tower. The two elevators can transport the visitors up to the central station at 165 metres in just 40 seconds. In the Danube Tower, everything revolves around the Viennese history, cuisine, wine and hospitality.

Furthermore, guests can expect a journey through the 1960s and new enter- and infotainment. There are two gastronomy areas which complete a full revolution in 26 minutes. The Revolving Tower Restaurant is located at 170 metres and offers a breathtaking 360-degree outlook over the picturesque city. The panoramic view stretches as far as the Kahlenberg mountain, the Pannonian Plain and right down to the peaks of the Rax and Schneeberg mountains. The Tower Café is situated ten metres beneath the restaurant.

At 150 metres guests can enjoy spectacular outdoor views from the observation deck. A few metres further up there is a 360-degree Glazed Event Terrace which is the perfect place from which to enjoy the views of the city even in bad weather. The Event Terrace is also the ideal venue for a variety of events and presentations, including workshops, private parties and even civil wedding ceremonies and receptions.

What makes us special

- Revolving Tower Restaurant with a 360-degree view over Vienna
- Revolving Tower Café with a 360-degree view over Vienna
- Glazed Event Terrace and observation deck with a 360-degree view over Vienna
- Donau Bräu Beer Garden
- Donau Café Souvenir Shop

Photos: © Donauturm



How to get there

By air: The nearest airport is Vienna Airport Schwechat (25 min)
By train: Praterstern (10 min)

By road: A4 east highway (airport highway) - exit A23 Süd-Ost-Tangente towards Handelskai - Handelskai to Brigittenauer Brücke - Donauturmstraße – Donauturm

By underground and bus: U1 Station Vienna International Center or U6 Neue Donau, Bus 20A, HOP-ON-HOP-OFF Vienna Sightseeing Busses (blue line)

Revolving Tower Restaurant with a 360-degree view over Vienna

It's the restaurant team's aim to make you feel very welcome here. Indulge in classic traditional Viennese cuisine, created with a modern and light touch.

The Tower Restaurant is open daily for lunch from 11.30am until 4pm and for dinner from 6pm until midnight.

Revolving Tower Café with a 360-degree view over Vienna

The Tower Café is situated ten metres beneath the restaurant and offers traditional cakes, strudels and tortes, as well as a wide selection of exquisite Viennese coffee specialties and warm Viennese snacks. The Tower Café is open daily from 10am until 11pm.

Glazed Event Terrace / Sundowner Bar

Coming soon:
• Donau Bräu Beer Garden
• Donau Café Souvenir Shop



Contact

VPG Vienna PASS GmbH
Ulrike Piringer
upiringer@viennapass.com
T +43 1 503 30 33 04

Rainergasse 1/5
1040 Vienna
T +43 1 503 30 33 0
info@viennapass.com
B2C www.viennapass.com
B2B www.viennapass.info

Photos: VPG Vienna PASS GmbH/Bernhard Luck, Maximilian Rosenberger

General description

A vibrant hub of art, culture, tradition and heritage, look no further than Austria's capital to experience a varied holiday in the most inspirational of settings. Stand in awe in front of the Baroque architecture in Schönbrunn Palace, take in the city's sights from the Giant Ferris Wheel, watch the dancing Lipizzaner horses at the Spanish Riding School and be struck by the sheer range and variety of historical treasures and contemporary art on display in Vienna's countless museums.

The Vienna PASS has all of Vienna on one card. It includes free entrance to over 60 top attractions such as Schönbrunn Palace, The Upper and Lower Belvedere, the Giant Ferris Wheel and the Imperial Palace, it also includes unlimited rides on the hop on/hop off buses by Vienna Sightseeing Tours. Fast-track entry at many attractions also lets you skip the queues. A high-quality guidebook (in German, English, Italian, French and Spanish), downloadable app and bonus booklet complement the offer.

A ticket for Vienna's public transport network can be purchased as an add on. The Vienna PASS is available for 1, 2, 3 and 6 days. Children under 6 are free; children between 6 – 18 pay half-price. Purchase the Vienna PASS online at viennapass.com, at the Vienna PASS Customer Service Centre (city centre), at Vienna Tourist info points, and at many hotels and selected partners. Info for resellers at www.viennapass.info.

What makes us special

- Free admission to over 60 attractions
- Unlimited free rides on the Vienna Sightseeing hop/hop off buses
- Fast track entry at many attractions
- Save money – from the 4th attraction onwards



Most important sites

Vienna is steeped in its Imperial heritage. Don't be surprised if you think for a moment you just saw Empress Sisi and her retinue hurrying along the corridors of Schönbrunn Palace.

Discover not only Schönbrunn Palace itself with the Vienna PASS for free, but also the surrounding gardens – including the Privy Garden, Maze, Orangery Garden and Gloriette. Furthermore, there is also the Children's Museum on the premises as well as the Imperial Carriage Museum, one of Schönbrunn's most-famous attractions.

The neighbouring Schönbrunn zoo is a must-see. It holds the title of the oldest zoo in the world, but it's also considered one of the best and modern there is, and is home to over 500 animal species.

Most important sites

The Belvedere, with its beautiful gardens, is one of the world's most beautiful and important museums and one of Vienna's most-visited sites. Originally located in the vineyards outside the Imperial City, the two Belvedere palaces, which are connected by a unique baroque garden, were built as Prince Eugene of Savoy's summer residence. The Upper Belvedere is home to the world's largest collection of Gustav Klimt's paintings including "the Kiss (Lovers)".

Through the centuries the Danube has been an inspiration for great architects, composers, poets and artists. Enjoy the view yourself from the famous Giant Ferris Wheel or from the futuristic Danube Tower.

Vienna is the city of music! Discover the world of Mozart, Haydn, Beethoven, Schubert and Strauss, and journey through time with interactive installations to experience, appreciate and learn about Viennese music over the years at the House of Music, all for free with the Vienna PASS.

www.viennapass.com

Alpine way of life

Life in the Austrian Alps is imbued with an invigorating Alpine spirit.
to.austria.info/alpinelife

When you first encounter the Austrian Alps, it's easy to be awed into silence. No matter how prepared you are for the thrilling views, the epic peaks and the deep, shaded valleys, there's no denying that this is one of the world's most spectacular landscapes.

Even for the four million Austrians who live here, these mountains never lose their lustre. The Alps are most than just beautiful surroundings. For locals, nature is at the centre of life, providing homes and jobs, as well as places to play, explore and live.

Let us introduce you to four of these locals who will show you what life in Austria's mountains is really like.

Guido the mountain guide

Having caught the adventure bug at just the age of five when he saw a fully outfitted climber about to ascend the sheer mountain face at the Ellmauer Tor, Guido started climbing at the age of eleven. One of his favourite places of energy is the Schleier Waterfall, with its thundering water masses. He loves the slower paced way of life that just can't be found in the city, and being able to leave the daily routine behind and being at one with nature. to.austria.info/alpineguido



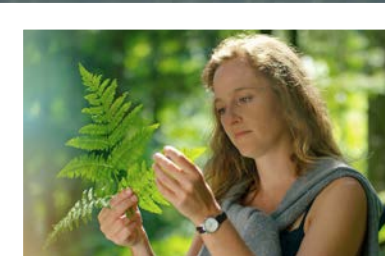
Photographer Anne-Sophie

Anne-Sophie Unger has made it her career capturing the world and catching its beauty with a camera. She enjoys life in the Alps and wouldn't trade it for anything. She spends every free moment in the mountains, and she always has her camera with her to capture the kind of subtle details only nature can offer. She finds that only in nature can you find the peace and quiet necessary to be creative – something that can't be found in the bustling city with all its external stimuli. to.austria.info/alpineannesophie



Forester Anna

Anna treasures the fact that the woods are at your doorstep, and the mountains in your backyard. She spends a great deal of time outdoors, frequently roaming through the woods of Styria's Ausseerland region, which she knows like the back of her hand. She feels at home in the forest as it gives her a sense of security. The forest has a calming effect on her as she is able to take in the surroundings with all her senses. to.austria.info/alpineanna



Patrick, a mountain lodge owner

Patrick and his wife quit their jobs in the city, fulfilling their dream to live up on an Alpine meadow by taking over the Gjaid Alm lodge on Krippenstein Mountain. Patrick loves the fact that there is no road traffic in the mountains, meaning you experience a slower and calmer life than in the city. In the Alps everyone lives in a calm, circumspect rhythm and in harmony with one another. to.austria.info/alpinepatrick





Photo: TirolWest/Daniel Zangger



How to get there

mobil.tirolwest.at

Nearby airports:
 Innsbruck (AT)
 Memmingen (DE)
 Friedrichshafen (DE)
 Zürich (CH)
 Bozen (IT)

Train station: Landeck - Zams

Most important sights

Castle of Landeck – housed within is a museum presenting the storied history of the Tirolean uplands. Experience Advent at the castle from December to January. www.schlosslandeck.at

Zammer Lochputz – one of the most beautiful wild gorges of Tirol. Nightly winter walks take place every Wednesday from the end of December to the end of February. www.zammer-lochputz.at

Nature Park Kaunergrat – this natural park is well-known for its cultural landscape and unspoilt nature. Come visit its '3,000m VERTICAL' exhibition. www.kaunergrat.at

Events

For information on all events, please visit: www.tirolwest.at

Contact

Holiday region TirolWest
 Hauptplatz 6, A-6511 Zams
 T +43 5442 65600, info@tirolwest.at
www.tirolwest.at

General description

TirolWest is city, scenery, rivers and mountains. This is where our visitors can savour the unique regional features and authenticity of the mountains, the land and its inhabitants in the heart of the world's best ski destinations. The TirolWest holiday region is located in a kingdom of 3,000m peaks, making it an ideal starting point for ski adventures in top ski areas, such as Ischgl, St. Anton, Serfaus-Fiss-Ladis and Lech/Zürs. No fewer than 12 well-known skiing regions can be found within 30 km.

The TirolWest culinary region delights visitors with its homemade, highly alcoholic fruit spirits from the Stanz plum region, the Landeck fresh food market and one of the world's best chocolatiers. Tirol is a land of castles and palaces – more than 20 of them are located in and around the region, such as Landeck castle, the museums in Fliess, the ruins of Kronburg and Schrofenstein castles, etc.

What makes us unique

- At the heart of the world's best ski destinations
- 12 ski areas with 419 lifts and 1,585 km of pistes within 30 km
- Free TirolWest Card with many all inclusive benefits: entrance to regional museums, tastings along culinary routes, unlimited journeys on regional buses, etc.
- Cultural and culinary delights and many events – veranstaltungen.tirolwest.at
- Ideal location for trips

Unique experience

The TirolWest holiday region is situated among lofty 3,000m peaks, so it offers the ideal starting point for day trips to the world's best ski areas, such as Ischgl, St. Anton, and Lech/Zürs.

✓
 12
 ski areas

↑↑↑
 419
 lifts

↔
 1585
 km of pistes





Photos: TVB Innsbruck

Contact

Innsbruck Tourist Board
Peter Unsinn, MA
p.unsinn@innsbruck.info
T +43 512 59850 148

Burggraben 3, 6020 Innsbruck
T +43 5125 98500
office@innsbruck.info
www.innsbruck.info

General description

Innsbruck features many fine examples of Imperial splendour bestowed on the town by Habsburg rulers with a penchant for architecture and the creative arts. Some of the town's most significant monuments date back to the late 15th century, marking the early days of the Austrian monarchy. From the Gothic, Renaissance, Baroque and Neo-Classical periods. Historic landmarks such as the Golden Roof, the Imperial Church, the Imperial Palace and Ambras Castle evoke the grandeur of the former Habsburg Empire. But Innsbruck also boasts visionary urban design to make any modern architecture enthusiast's pulse race: the Bergisel Olympic Ski Jump and the Nordkettenbahn Cable Cars – both created by Zaha Hadid. Innsbruck also plays a significant role as a major international sports hub located in the heart of the Alps, which has already hosted three Winter Olympic Games, and numerous European and World Championship events. The best way to experience the city is with the **Innsbruck Card** – an all-inclusive card offering entrance to 18 popular sights, all 7 cable cars, all public transport, sightseer buses and more. Three versions are available (24/48/72hrs) and guarantee a best value holiday experience.

What makes us unique

Alpine - Take the Nordkette cable cars from the heart of the Old Town to 2000m in just 20 minutes. All in all, 7 cable cars make sure that the mountains are always at your feet.

Urban - Modern architecture highlights such as Bergisel Olympic Ski Jump or Swarovski Crystal Worlds mixed with great shopping and international restaurants.

Imperial - 800-year-old gems of the Habsburg monarchy await you. The Imperial Palace, Imperial Church, Ambras Castle and the Golden Roof are not to be missed.

Innsbruck combines two often very separate worlds. The cultural city break with the adventurous mountain destination. This is why Innsbruck stands out and remains a must-see destination in Europe.

Olympic winter experience

The nine ski regions in the Olympia SkiWorld Innsbruck make alpine skiing and snowboarding in Innsbruck an unbeatable experience! There is a total of nine ski resorts, with 90 lifts and cable cars to whisk skiers up to the lofty heights surrounding Innsbruck from December until late April. The skiing El Dorado comprises almost 300km of pistes and is accessible on just one ski pass.



How to get there

Flights in winter from Gatwick, Heathrow, Manchester, Bristol and Birmingham and in summer from Gatwick and Heathrow to Innsbruck Airport, 5 km from the city centre.

Daily flights from most major UK airports all year. Munich Airport – 190 km to Innsbruck.

Most important sites

Imperial Tomb of Emperor Maximilian. Ranked by UNESCO as one of the most important tombs in the world. www.tiroler-landesmuseen.at

The Golden Roof. Innsbruck's internationally famous landmark. www.innsbruck.info/en

The Nordkette. A future UNESCO World Cultural Heritage site, Innsbruck's mountain offers fantastic views and spectacular nature. www.nordkette.com/en

Olympia SkiWorld Innsbruck. The only Olympic resort in Austria, host to three winter Olympic Games, offers nine resorts accessible with one ski pass, with a free ski bus from the city to the resorts. www.innsbruck.info/en/experience/winter-sports/olympia-skiworld

Events

Four Hills Ski Jump Tournament. The most-watched ski jump tournament in the world. 03.+04.01.2018. www.bergiselspringen.at

Promenade Concerts. Free classical music concerts each evening in July in the courtyard of the Imperial Palace. July 2018. www.promenadenkonzerte.at

UCI Road World Championship. Experience one of the most challenging cycling championships so far. 23.-30. September 2018 www.bikecity-innsbruck.com

Great restaurants

Traditional – Weisses Rössl. Innsbruck's oldest restaurant, established in 1590. www.roessl.at/

Gourmet – Europa Stüberl. Gault Millau-listed restaurant that serves traditional and modern dishes. www.grandhoteleuropa.at/en/info/restaurant-europa-stueberl

Modern Gourmet – Das Schindlers. A fantastic chic, new restaurant in the heart of the city. www.dasschindler.at

Hotels

The Grand Hotel Europa. Innsbruck's 5-star hotel in the heart of the city. www.grandhoteleuropa.at

Hotel Innsbruck. 4-star rated and directly in the heart of the Old Town. www.hotelinnsbruck.com

Der Adler. Innsbruck's designer hotel, with every room enjoying floor-to-ceiling panoramic windows. www.deradler.com

Nala Hotel. Innsbruck's newest hotel, a shining star of boutique design. www.nala-hotel.at

Innsbruck's complete hotel listing can be found on our website. www.innsbruck.info/en/service/e-papers

Winter unleashed in Austria



Head to Austria up the winding roads that seemingly drape around the mountains to where snow blankets the crags, creating soft white peaks. Settle into an authentic Austrian town bursting with warm welcomes, world-class cuisine and spectacular skiing.

Each ski area has countless winter activities, for all kinds of skiers and groups to enjoy. The fun doesn't stop when the day ends, as when the sun starts to set, glasses of schnapps start clinking and ski boots start stomping all into the small hours of the morning.

With extensive linked ski areas, and snow-sure slopes, Austria's winter wonderland is swiftly becoming a favourite natural playground for all.

Some of the very best skiing in the Alps is waiting to be discovered. Here are just a few recommendations.

Skicircus Saalbach Hinterglemm Leogang Fieberbrunn

This is one of the largest ski areas in Europe and boasts so much to do both on and off the tracks. Ski on over 270 kilometres of slopes, stopping off at one of 60 mountain huts for delicious regional cuisine along the way. Adventurous types and adrenaline-seekers are more than catered for with a huge freeride area set in the midst of idyllic mountainous scenery, a SkiMovie course, The Flying Fox XXL and night skiing opportunities. Family fun also awaits, with a choice of five toboggan runs. www.saalbach.com/en

Zell am See-Kaprun

Located next to one of Austria's most stunning lakes, Zell am See-Kaprun is a scenic paradise, complete with a glacier and a generous expanse of terrain to explore. The combination of Zell am See-Kaprun's natural lakeside beauty and its snow-sure slopes well into the spring months make it the perfect base for extreme skiing experiences for all ages and ski abilities. Austria's biggest superpipe awaits in Kitzsteinhorn Snowpark, and you can also ride the world's longest funslope on the Schmittenhöhe. www.zellamsee-kaprun.com/en

Zillertal

Just around the corner from Innsbruck, Zillertal is home to four ski areas, over 515 kilometres of groomed and waymarked pistes, and tonnes of off-piste skiing in between. Come here for fresh powder snow amidst the most breathtaking scenery. What's more, Zillertal's newest ski lifts are sure to add to the fun of your ski holiday. From fun parks and slopes for all abilities to glacier skiing and numerous mountain huts serving everything from delicious traditional Austrian fare to modern gastronomy, there really is something here for everyone. www.zillertal.at/en.html

Carinthia

If you're looking for a relaxing holiday, look no further than this gorgeous haven which boasts gentle hills, plenty of sun and snow and delicious cuisine. The region is well known for its thermal spa culture, and is the perfect destination for those seeking a wellness holiday. Savour the peace of the mountains and take in the stunning backdrop of magnificent snowy peaks as you soak in a thermal bath or relax in a lounge, gorge on unique Adriatic Alpine dishes served by friendly staff and be the first on the slopes as the day breaks. All of these experiences are the perfect recipe for a fantastic holiday. www.carinthia.at/ski





Photos: Alexander Lohmann; small Pictures: Alexander Lohmann/Stefano Scata/Alexander Lohmann/Rudi Wynidal

Contact

Das Central – Alpine . Luxury . Life
 Renate Waschl
info@central-soelden.at
 T + 43 5254 2260-0

Auweg 3
 6450 Sölden/Ötztal
 T + 43 5254 2260-0
 F +43 5254 2260 511
info@central-soelden.com
www.central-soelden.com

General description

“Das Central – Alpine . Luxury . Life “ lies in the heart of the Ötztal valley, an Eldorado of winter sports and summer activities. The 5-star hotel is a top address for sports enthusiasts, for those in search of relaxation, and for people who crave a casual atmosphere, but who also appreciate luxury and culinary delights. Das Central is a perfect, harmonious combination of award-winning cuisine and superb wines. Guests can enjoy Austrian alpine cuisine, creative Mediterranean and Asian cooking, and select from a wine cellar housing more than 30,000 bottles of fine wine from all over the world. Individuality was the watchword when fitting out the 125 rooms and suites. They are furnished in various styles – from elegant Provençal, via contemporary, to rustic Tirolean feel. The 3-floor, Venice-inspired Venezia Water World offers relaxation, enlivening saunas and steam baths. The Beauty & Wellness Residence offers innovative spa treatments based on international and alpine healing traditions.

What makes us unique

- Alpine . Luxury . Life: the highest level of genuine Tirolean hospitality
- Luxury chalet-style Presidential Suite with private spa (205 m²)
- 125 individually and lovingly furnished rooms & suites
- Award-winning cuisine for perfect culinary experiences and 30,000 bottles of fine wine to take you on a wine-lover’s round-the-world journey
- 1,500 m² of relaxation and recuperation for body, mind and spirit, with the 3-floor Water World Venezia’s 10 different saunas and 16 treatment rooms for pleasurable relaxation with alpine, Asian and oriental treatments

Unique experience – The new James Bond movie “SPECTRE” was filmed in Sölden

Gourmet restaurant ice Q – operated by *****DAS CENTRAL – is probably one of the most spectacular buildings in the Alps. The focus is on an alpine experience in a unique atmosphere, with regard to both nature and cuisine. The excellent menu incorporates fine produce from the alpine area which, accompanied by select wines, is a real inspiration for gourmets. One very special wine is the PINO 3000, a full-bodied wine using grapes from three countries.



How to get there

Nearest airport: Innsbruck (84 km from Sölden, driving time from airport to the hotel approx. 1 hour). The driving time from the international airports in Munich and Zürich is approx. 3 hours.

Nearest railway station: Ötztal Bahnhof (approx. 34 km from Sölden, driving time from the station to the hotel approx. 30 mins), or Innsbruck main railway station (Hauptbahnhof) (approx. 84 km from Sölden, driving time from the station to the hotel approx. 1 hour).

Most important sites

ice Q www.iceq.at/en
 On top of Gaislachkogel (3,048 m) lies the new ice Q gourmet restaurant, with finest alpine cuisine and astounding panoramic views.

WEIN AM BERG
www.weinamberg.at/en
 Gourmet lovers and wine growers, renowned top-chefs and connoisseur figures meet up for Wein am Berg, devoting all their passion to just one objective: celebrating delectation in its finest form.

AREA 47 www.area47.at
 AREA 47 combines nature & high-tech in a spectacular experience on a 6.5 hectare site, from the 350 m-long zip line, to climbing & canyoning tours.

007 RETURNS TO SÖLDEN
 The unique James Bond cinematic installation ‘007 ELEMENTS’ will open this winter at the top of the Gaislachkogel Mountain next to the ice Q gourmet restaurant. The iconic location was used in “Spectre” as the Hoffer Klinik and formed part of the snow chase sequence in the film.

Package

Gourmet dining at Das Central:

Gourmet half-board with:

- Luxury breakfast buffet, with organic selection, wide range of breads, juice bar, fresh egg dishes
- Fresh vegetables, vitamin-rich nibbles, dried fruit, nuts, herbal teas & juices at the health buffet in the spa
- Afternoon snack, coffee and cakes (in summer)

- Exquisite 5-course gourmet menu from our award-winning kitchen
- 1 x weekly Gala Evening with a 6-course gourmet menu

Additional:

- “Ötztaler Stube” à la carte restaurant, with Alpine cuisine
- Fondue evening in our wine cellar

What's new? Already completed:

- New private dining area in Restaurant Feinspitz for up to 40 people
- Redesign of the entrance, hotel lobby and reception area
- New, luxury, chalet-style Presidential Suite (205 m²), private spa, 2 bedrooms, living and eating area
- Renovation of some rooms
- Renovation of the Venezia Water World (saunas and steam baths)
- Renovation of the relax and lounging area in the Venezia Water World.

Forthcoming:

- Renovation of the standard double rooms Rotkogel
- New dining experience with a great dine-around concept from winter 2018

Winter legends

There are several Austrian winter sports resorts that have become legends in their own right, and some of them have even managed to retain their traditional charm whilst at the same time striking out in new directions.



Vorarlberg

It was here that the first ski lift in Austria was built in 1936 and Lech Zürs am Arlberg is the only place in the world to have bred four Olympic gold medallists in Alpine skiing. This once sleepy Alpine village has long since evolved into a busy international tourist destination, but has retained its peaceful character in the process. Ironically, owing to its state-of-the-art technology, you could be forgiven for thinking that time has stood still here, especially in Oberlech. Thanks to a network of underground tunnels that connect the hotels with one another and a high-capacity lift which floats guests above the slope-side sun terrace of the Arlberg, there's not a car to be found in town. No engine noise or exhaust fumes: just a magical winter paradise. The snug wooden chalets with their gabled roofs radiate a sense of true homeliness. It's no surprise that this region attracts such prominent guests as the Dutch royal family. Hugh Grant is also known to frequent the Skihütte Schneggarei and is, according to the owner, rather partial to a wiener schnitzel.

Seefeld

The picturesque town of Seefeld delights visitors with its tranquil charm and age-old local traditions, and will once again be hosting the Nordic World Championships in 2019. The pristine white Seekirchl church just outside the town and the historic pedestrian zone around the main square and the parish church have been magnets for winter holidaymakers for decades. But beware, its tranquil appearance is deceptive. There's a lot going on here, especially during the week-long winter party, the Seefeld Snow Festival, and the Celebrity Ziesel Race (a "Ziesel" being a contraption best described as a cross between a quad bike and a mobility scooter). The townspeople are incredibly creative when it comes to entertaining their guests. When Manchester City F.C. came to stay at the Hotel Klosterbräu, the hotel brought in special mattresses at the request of the club management.

Schladming Rohrmoos

Rudi Stocker, the senior partner in a hotel in Schladming Rohrmoos, has seen many things come and go during his long life, and has played a significant role in shaping the region's development. "The very first snow plough was one that my brother and I made out of a tractor," he grins. "We simply attached a huge wooden shovel to it." His father used to pick up guests from the railway station with his ox-wagon, carting them through the deep snow to the family farm up the mountain. And the first ski run, Rudi says, was still being groomed by hand in 1960. Nowadays fast and comfortable lifts bring winter holidaymakers up the Planai or the Hochwurzen, and Schladming enjoys international fame as the venue for Alpine Ski World Championships, World Cup races and the Special Olympics. Rudi too would have liked to become a ski racer, but the times were not right. On the other hand, even in his eighties, he still goes out on his skis – and thinks about what could be done even better the next time a mountain lift is built.



Varied breaks

From cultural delights to pampering spa sessions, Austria has a diverse array of offerings. You're bound to find the perfect holiday, whatever it is you're looking for.



Cultural stays

Austria is bursting with cultural experiences. There are so many different experiences to be had and so many memories to be made. Explore former Roman towns, baroque monasteries, castles and quaint traditional villages, visit an open-air exhibition, see a living art installation or dance the night away in the home of the Viennese waltz. Many a concert takes place here both under the stars and in an ornate setting. In any one of the cities you will be greeted with hidden treasures, outstanding architecture and a unique vibe of historical splendour and contemporary cool. to.austria.info/culture

Active adventures

With a landscape conducive to discovery, Austria's mountains, forests, and Alpine valleys offer a glimpse into an impressive and untouched natural world to those who've made the trek on foot or a bike. During winter months, the Alpine landscape lends itself perfectly to most enjoyable of snow-sports holidays. Come here for some of the very best skiing the Alps has to offer, the most modern infrastructure, pristine pistes, an unrivalled après-ski scene and the very latest snow sports trends. to.austria.info/active

Culinary breaks

Wherever you go Austria you will be spoilt for choice by sumptuously rich and happily satisfying local cuisine. Legends such as the mouth-watering light and creamy pastry desserts, Kaiserschmarren, and succulent, crispy pork Schnitzel, go delightfully with distinctive premium-quality regional wines, all of which you will also find in abundance. So full of personality and character, you will almost be able to taste the culmination of the country's long winemaking history and viniculture that has gone into filling your glass. to.austria.info/culinary

Family-friendly holidays

If you're looking for somewhere to bring the kids, look no further than Austria. Your little ones will be spoilt for choice on their holiday, with everything on offer from petting zoos to children's museums, family walking trails, summer and winter tobogganing, Christmas events and much more. What's more, you'll find a wealth of accommodation providers offering special rates for families, and including things such as childcare, special facilities and discounted rates into the deal as well. to.austria.info/family

Spa escapes

Austria is well known for a long-standing spa tradition, with historical records noting patronage even by Austrian emperors and other nobility at its spa towns and resorts throughout the last century. Even a short stay at one of Austria's many spas will fill you with renewed energy. Rest and relax as you draw inspiration from the surrounding unspoiled countryside, immerse yourself in restorative thermal waters and admire the spa's impressive architecture and gorgeous design. to.austria.info/wellbeing





Photos: Salzburg Tourismus

Contact

Salzburg Tourist Office
 Klemens Kollenz
 T +43 662 88987-301
kollenz@salzburg.info

Auerspergstr. 6
 5020 Salzburg
 +43 662 88987-0
marketing@salzburg.info
www.salzburg.info

General description

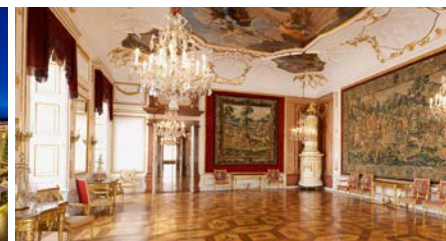
Salzburg is music. As the birthplace of Wolfgang Amadeus Mozart, the stage of the famous Salzburg Festival, and the film location of 'The Sound of Music', Salzburg makes its mark worldwide. There's a harmony of nature and architecture, art and culture, tradition and modernity that exists nestled in gentle, green mountainous surroundings. Salzburg captivates with narrow passageways, grand squares, and its Old Town. A magical backdrop for Advent festivities, Salzburg's big Christmas markets on the city squares are well known for captivating visitors with arts, crafts, and delicious treats. The Christmas Carol 'Silent Night' was composed in the region and Salzburg celebrates its 200th anniversary in 2018 with special musical performances and exhibitions. Salzburg is also a real draw for classical music. In 2020, the renowned Salzburg Festival, celebrates its centennial with an extraordinary programme.

What makes us unique

- Mozart – Salzburg's greatest son and musical genius left his mark throughout the city.
- The Sound of Music – The enduring popularity of the 1965 film, has made Salzburg and its unique landmarks associated with the von Trapp family world famous. Fans can discover the film's most popular locations and many related experiences.
- Salzburg Festival - World famous and a cultural high point. For several weeks in the summer, the Salzburg Festival transforms the city into one immense stage.
- Advent - Salzburg is at its most romantic when its streets and squares are decorated with garlands and the scent of Christmas treats is in the air.
- UNESCO World Heritage – Impressive monuments; hardly an epoch of historical note that hasn't left its mark within the city.

Unique experience

Salzburg is a baroque jewel north of the Alps. Baroque churches, façades, parks and fountains were commissioned by the prince archbishops in the 17th and 18th centuries. Impressed by the splendour of the Papal States of Rome, the city of Salzburg was to blossom as well. The magnificent buildings of the time still dominate Salzburg's cityscape. The DomQuartier Salzburg museum impressively shows the pomp and wealth of the former regents of Salzburg. This and many other attractions can be easily visited with the Salzburg Card. It offers free admission to all museums, the Fortress funicular, the Untersberg mountain cableway, Salzach ship service and public transport. It also opens the door to discounts on concerts, the theatre, as well as local excursions.



How to get there

Nearby airport: Just 4km from the city centre, Salzburg's W.A. Mozart Airport is the second largest airport in Austria. It has outstanding daily scheduled direct flights to UK destinations throughout the year.

Railway station: By train, Salzburg is 2.5hrs from Vienna and 1.5hrs from Munich. Travelers arriving at Salzburg's main train station can transfer to city or post buses directly in front of the station.

Most important sites

Mirabell Gardens - baroque pleasure garden in the heart of the city www.salzburg.info

Hohensalzburg Fortress - Salzburg's most famous landmark and largest completely preserved castle in central Europe. www.salzburg-burgen.at

DomQuartier Salzburg - 15,000 unique square metres with 2,000 stunning exhibits, covering 1,300 years. www.domquartier.at

Hellbrunn Palace & Trick Fountains - Its fantastic palace grounds offer marvelous all-season diversity. The Trick Fountains are a true experience! www.hellbrunn.at

Mozart's Birthplace & Residence - Two houses with the original rooms where the Mozart family lived. A range of historical instruments, documents, artefacts, and portraits. www.mozarteum.at

Events/Festivals

'Mozart Week' with artistic director Maren Hofmeister and a new production of the "Abduction from the Seraglio". 26 Jan - 1 Feb 2018 www.mozarteum.at

'Salzburg Easter Festival' with Puccini's "Tosca" 24 Mar - 2 Apr 2018 www.osterfestspiele-salzburg.at

2018 Salzburg Festival 20 Jul - 31 Aug 2018 www.salzburgerfestspiele.at

Hotels

Hotel Sacher Salzburg - The city's only grand hotel, the Sacher overlooks the magical scenery of Salzburg's old town, directly on the shores of Salzach river www.sacher.com/hotel-sacher-salzburg

Arthotel Blaue Gans - oldest city inn becomes Salzburg's first boutique hotel. Unusual and vibrant, it's ideally situated in the Museum and Art District, and on the main shopping street Getreidegasse. www.blauegans.at

Villa Carlton - The charming, family-run Ceconi-Villa boutique hotel with special flair is located at the entrance of the Old Town, steps away from Mirabell Gardens. www.villa-carlton.at/en

For a full list of hotels in Salzburg and vicinity: salzburg.info

Great restaurants

Traditional: Zum Fidelen Affen - cosy Austrian eatery dating back to the 17th century. www.fideleraffe.at

Modern: M32 - restaurant at the museum of modern art with amazing views of Salzburg. www.m32.at

Salzburg's beer heritage: **Bräustübl** at the **Augustiner Monastery Brewery**. A 600-year-old beer tradition at a true local institution. www.augustinerbier.at

The Battle of the Cakes in Vienna

Sachertorte. It is the world's sweetest culinary secret, has caused bitter legal entanglements and is yet still considered Vienna's most recognised hallmark, together with St. Stephen's Cathedral and the Lipizzan horses.



A bitter-sweet battle

Don't trust any confectioner who wants you to believe that his Sacher cake was made using the original recipe. The cake may taste heavenly and the chocolate glaze may have a silky lustre, but the confectioner certainly isn't using the original which is, in fact, kept safely under lock and key by the Sacher family. Not even the Sacher cookbooks disclose the original instructions to the letter, but offer their readers a very similar recipe to that which was once at the centre of Vienna's most embittered cake battle in culinary history.

A talented apprentice

Young Franz Sacher was in his second year of apprenticeship at the court of Prince Metternich when, in 1832, he faced the daunting task of having to step in for the chef, who had suddenly fallen ill, and conjure up a sweet which would round off an evening soirée at court. He mixed flour, butter, sugar, eggs and chocolate into a compact dough, topped it with warm jam and crowned the composition with a hefty chocolate glaze. It proved to be a full-blown success with Metternich and his guests.

Marketing à la Sacher

While his chocolate gâteau might have thrust him into the limelight for a brief spell, Franz Sacher was, in his time, regarded above all as a formidable chef rather than a confectioner. It's interesting to note that this cake, unlike many other world-famous dishes, is actually named after its creator and not its patron. It was actually Franz Sacher's son Eduard who set about refining and marketing the cake, and, in an indignant letter to the editor of *Wiener Zeitung*, claimed that the Sachertorte ought to be included on the list of the most typical Viennese dishes. He was successful! And hence the decision was taken to include the cake on the revered list of Austrian delicacies, alongside goulash, Wiener schnitzel and apple strudel! State-of-the-art marketing à la old Vienna.

Judge and confectioner

Hotel Sacher, just behind the Vienna State Opera, has always been the main trading point for this much-coveted sweet delicacy. Not only that, but "the Sacher" actually became the rallying point for the rich and famous, including emperors, kings, artists and gourmets amongst its patrons. It will come as no surprise to hear that this hugely successful creation soon had many emulators. Sumptuous chocolate cakes began to appear all over Vienna, including at the Demel Imperial and Royal Pastry Shop (k. u. k. Hofzuckerbäcker Demel), which was where the young Eduard Sacher was apprenticed. This fact, together with a Sacher cake recipe which Eduard left behind, enabled this legendary pastry shop to serve an "original Sachertorte" with a clear conscience. Until, that is, Hotel Sacher raised an objection and started an unrivalled contention that was to last for decades. The matter filled the press and busied the courts, and was finally settled in favour of the family who invented the cake. What is called Sacher should contain nothing but Sacher. "Demel's Sachertorte", which the creation of the losing competitor was now to be called, suffered no damage in any way. Sumptuous and with apricot jam under its rich chocolate glaze, the version of the famous rival tastes no less delicious. Especially with an imperative dollop of "Obers", as the sweet whipped cream is known in Vienna.

A world-wide success

The genuine Sachertorte also has a layer of jam in the middle. An overwhelming share of the 360,000 cakes baked each year is exported packaged in pretty boxes and reaches distant continents intact. It is the very chocolate glaze that ensures this sweet cargo looks so good and retains its rich taste even after shipping. So how is the glaze made? If you look in one of the Sacher cookbooks, the instructions simply say: melt the chocolate, mix with the sugar solution, and cover the cake in one go. Is that the whole story? There may be a little more to it than meets the eye. Rumour has it that you need to work the glaze back and forth with a palette knife on a marble surface to get it as smooth as velvet, but that is another story...

Make your own

Inspired? If you'd like to try your hand at making Sachertorte for yourself, you can follow our recipe here: to.austria.info/sachertorte

Recipes

Austria's cuisine is as diverse as it is delicious. Indulge in a range of delicious delights from fillet of trout with forest mushrooms to breaded chicken salad, pot roast, Wiener Schnitzel, fluffy strudel and chopped light pancakes. If reading this is making your mouth water, why not don your apron and recreate your favourite regional specialities at home. We have compiled a list of some of Austria's much-loved all-time classic recipes for you: to.austria.info/recipes.



Festivals

Austrians know how to party, be it in the countryside or in the towns, with classical music, jazz, or contemporary dance.



Classics in the city

Salzburg Festival July to September

There is no doubt that the Salzburg Festival is a global cultural event. Visitors to Salzburg are regularly enthralled by the masterpiece that is "Everyman" by Hugo von Hofmannsthal. The Salzburg Festival was held for the first time in 1920. The play performed in the square before Salzburg Cathedral, about the death of a remorseful rich man, always has a stellar cast. There is no doubt that the Festival has for decades been an unrivalled focal point for cultural encounters. www.salzburgerfestspiele.at

Bregenz Festival July/August

Bregenz Festival is an absolute highlight of the summer throughout Europe, with its spectacular lake stage and monumental opera settings. The artists' performances are enhanced by a backdrop of lavish sets. Carmen by Georges Bizet will be performed from the end of July to the end of August. www.bregenzerfestspiele.com

Klangwolke Linz, September

The open-air concert is a breathtaking combination of contemporary music, dazzling lightshows and fascinating images. It creates an impressive spectacle in the city of Linz, bridging the gap between the famous composer Anton Bruckner and the innovative Ars Electronica Center. www.klangwolke.at

Styriarte Graz June/July

Styriarte is one of Styria's most celebrated festivals of classical music, and takes place in various picturesque and historical locations. www.styriarte.com

Classics in the country

Classics in Grafenegg Lower Austria, June to September

Throughout the summer the global stars of classical music come together in the charming setting of Schloss Grafenegg's grounds. www.grafenegg.com

Erl Festival Tirol, June to August

The Tirol Festival is a highlight of the classical season at the futuristic Erl Festival Hall. Fans of Richard Wagner in particular will be enchanted by the operatic performances there. www.tiroler-festspiele.at

Schwarzenberg Schubertiade Vorarlberg, July/August

It is the world's biggest Schubert festival and this year features Johannes Brahms' Complete Chamber Music. www.schubertiade.at

Liszt Festival Raiding, Burgenland

The Liszt Festival is held in his birthplace of Raiding to honour Franz Liszt – the genius behind innovative piano music. With first-class international artistes and orchestras. www.lisztfestival.at

Carinthian Summer Carinthia, July/August

The festival covers several events and spans a pleasing range of music, from ancient to contemporary. www.carinthischersommer.at

Youth scene

Glatt & Verkehrt Krems, June/July

This is one of the country's nicest music festivals, which combines original, traditional music with contemporary influences. It welcomes a host of musicians from all four corners of the globe. www.glattundverkehrt.at

Sommerszene city of Salzburg, July

Salzburg's Sommerszene, or Summer Scene, is an international avant-garde festival featuring the latest trends in the theatre arts. The focus is on contemporary dance, but there are impressive additions from the worlds of drama, music, film and the visual arts. www.sommerszene.net

Springfestival in Graz June

The city of avant-garde culture, Graz, is the perfect location for this impressive weekend festival of electronic art and music. www.springfestival.at

Dance and Movement

Tanzsommer Innsbruck June/July

Leading international dancers and choreographers stage fascinating performances, from classical ballet to acrobatic avant-garde dance, at Tanzsommer Innsbruck. www.tanzsommer.at

Impulstanz Vienna July/August

Europe's biggest contemporary dance festival attracts renowned artistes from all over the world and for four weeks transforms Vienna into a massive dance floor. www.impulstanz.com

Mountain Yoga Festival St. Anton am Arlberg, August

Yoga fans gather to practise yoga while enjoying a proximity to nature under open skies amidst glorious mountainous scenery. www.mountainyogafestivalstanton.at

Jazz

Jazzfestival Vienna June/July

Austria's biggest jazz festival offers a varied programme of music in different locations, such as the State Opera, the Museum Quarter and selected jazz clubs. www.viennajazz.org

Jazzfestival Saalfelden province of Salzburg, August

The high-calibre Saalfelden jazz festival covers a range from contemporary jazz to experimental sound installations. www.jazzsaalfelden.com



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