Sales Guide Austria 2016/17

A guide to unique Austrian experiences.
www.austria.info/uk_b2b
With its advantageous location at the heart of Europe, and an enviable, all-season allure with both recreational and cultural draws, Austria welcomes visitors from around the world to explore a range of holiday options, stretching from alpine mountaintops to cities of baroque splendor; from wine- or culinary-themed visits to innovative music festivals; and, from tailor-made itineraries to the laissez-faire feeling of simply enjoying an unplanned day of discovery - Austria is a leading holiday destination, abounding in unexpected surprises.

British visitors value this holiday diversity and choice, not to mention the breathtaking natural scenery, conducive to finding that moment of perfect reflection. In 2015, Austria’s popularity among British holiday-makers continued its growth with 875,664 arrivals, and a total of 3.5 million overnights. This accounts for 3.6% of all overnight stays and 3.3% of all arrivals by non-Austrians, making the UK the fourth most important foreign market for overnight stays and fifth most important for arrivals.

Holiday-makers have long embraced Austria for its warm hospitality stretching from charming family-run inns and B&Bs in gorgeous resort regions to accoladed 5-star hotel and spa properties that stand among the world’s best. Guests from the UK also benefit from Austria’s central location, as convenient and direct two-hour air connections are available from a variety of UK gateways. Also, once in Austria they can take advantage of its excellent value for money offers.

Our ‘Sales Guide Austria 2016/17’ aims to introduce you to a variety of product ideas, amazing destinations, and outstanding accommodation within the Austrian tourism sector. Our Austrian partners and regions look forward to hearing from you and are happy to help with all enquiries.

It is with great pleasure that I say Austria extends its welcome and invites you to discover its delightful surprises.

Ralph Strampfer
Director, Austrian National Tourist Office, UK
Good to know

Area: 83,858 km²
Population: 8.8 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.

Good to know B2B services

B2B services at the Austrian National Tourist Office.

“I’m pleased to help and support travel industry partners in a variety of ways. Below, you will find helpful information on the services we offer and how we can cooperate in bringing as many travelers to Austria as possible.”

Stephanie Sadjak
Marketing & Sales Manager, stephanie.sadjak@austria.info, T +44 7825 267 648, www.austria.info/uk_b2b

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 and 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 at our stand at the WTM and the Meetings Show UK.

Please contact Stephanie Sadjak 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.tyrol.com

3. Salzburg State Board of Tourism
   T +43 662 6688-0
   info@salzburgland.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

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 #feelAustria
Tourism in Austria
A success story in facts and figures.

The importance of tourism in Austria
In Austria, tourism is very important to the national economy – in 2015, tourism and leisure industries accounted for more than 13.5% 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 11th 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 2015, Austria welcomed more than 39.4 million visitors, an increase of 4.9% from the previous year. Total overnights amounted to 135 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 24 billion in tourism revenue in 2015.

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.
We highly recommend exploring the “Salzkammergut” lake and mountain region by train. On one of Austria’s most beautiful train routes you reach Bad Ischl, where you can visit Emperor Franz Joseph’s summer palace, or Hallstatt, where you take a boat from the railway station to the village, enjoying some of Austria’s most impressive scenery.

If you would like to take an extraordinary scenic journey through the Austrian Alps, we recommend taking the Eurocity train from Graz to Zurich, via Zell am See and Innsbruck, which also has a special panoramic carriage you can use if travelling First Class. Sit down and enjoy! Meals and drinks will be served at your seat (fee payable).

Vienna – Salzburg:
less than 2.5 hours with ÖBB Railjet
Salzburg – Innsbruck:
less than 2 hours with ÖBB Railjet
Innsbruck – Bregenz:
approx. 2.5 hours with ÖBB Railjet
Vienna – Graz:
2 hours 35 min with ÖBB Railjet
Graz – Linz:
starting from over 3 hours
Graz – Innsbruck:
approx. 6 hours

Most important sites
Discover Austria by train and travel from cities steeped in history, like Vienna and Salzburg, to the beautiful Austrian Alps that form the backdrop for “The Sound of Music”. Plus enjoy the architectural mix of old and new that this country has to offer.

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: lounges at various railway stations where you can spend your waiting time relaxing and drinking coffee.

Unique experience – A trip on the Semmeringbahn, UNESCO World Heritage
A trip on the UNESCO World Heritage Semmeringbahn to the charming, historic city centre of Graz – Austria’s second-largest city – combines impressive buildings and narrow alleyways with modern design and architecture. A special highlight is the Styrian Armoury (Landeszeughaus), the world’s largest historic armoury. Its collection takes you back to medieval days, when knights battled for honour in shiny armour. We whisk you away to your destination in comfort while you enjoy Austrian culinary delights or simply lean back to relax and marvel at the mountain peaks, castles and forest landscapes passing by. With ÖBB, you can reach Graz from Vienna in just over 2.5 hours – 16 times per day.

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).
General description
Blaguss, a third-generation family-run company with over 87 years of coach travel, is the market leader for passenger transport and tourism in Austria/Eastern Europe. Quality and safety come first for Blaguss - whether in terms of our bus fleet or the training of our employees. The service, vehicle fleet, comfort and safety that we provide are all of top quality, allowing you to travel in complete comfort and with peace of mind.

450 vehicles – always professionally maintained
The Blaguss fleet, as a whole, travels some 30 million kilometres per year. The coaches bear the seal of quality for safety, and are on average only 2.1 years old. This makes our fleet by far the most modern and safest in Europe. The coaches are serviced every 30,000km (double-decker models) or every 45,000km (two-axle and three-axle models) - that’s more frequently than required by law.

Safety and the environment
Coach travel is one of the most environmentally friendly forms of mobility: all of our buses meet the strictest environmental requirements - the Euro VI norm. This makes the Blaguss fleet the most modern and innovative bus fleet in Europe.

Well-trained travel managers
All Blaguss drivers must first complete an extensive training programme and are subject to strict rules on working and rest periods; compliance with the statutory driving and rest periods is monitored by computer. Presently, drivers from 21 nations, who speak no fewer than 26 languages, cater for our passengers’ well-being. Their duties range from ensuring on-board cleanliness and the drinks service, to ongoing information about road conditions and the journey itself, including scheduled arrival times and delays, etc.

Models & equipment
Standard category, luxury category and premium category - Mercedes sprinter (8 seats) up to double-decker models (84 seats). The minimum standard of our coaches’ facilities is equal to that of 4-star comfort: adjustable recliner seats and footrests, reading lights, seatbelts for every seat, WC/toilet, air conditioning, microphone, TV screens, audio/video system, radio, DVD player, iPod and iPhone connections, sat-nav system, free Wi-Fi in Austria, 230V power, on-board kitchen, refrigerator, espresso machine.
**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, Main, Orangery Garden and Gloriette. The neighbouring Schönbrunn Zoo is a must-see. Furthermore, there is also the Children’s Museum on the premises. Don’t forget to taste a delicious piece of apple strudel at Apple Strudel Show at Café Residenz.

Vienna is the city of music! Discover the world of Mozart, Haydn, Beethoven, Schubert and Strauss and let your ears take a stroll through the amazing world of tone and sound phenomena – for free with the Vienna PASS.

The Belvedere is one of the world’s most beautiful and important museums and one of Vienna’s most visited sights. 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 – built between 1717 and 1723 – rises above the surrounding area at the top of a hill, providing a magnificent view of Vienna.

**General description**

Vienna effortlessly combines its traditions and heritage with a modern, urban way of life. Follow in Empress Sisi’s footsteps through Schönbrunn Palace, visit the dancing Lipizzaner stallions at the Spanish Riding School and admire historical treasures and contemporary art in Vienna’s countless museums.

The Vienna PASS offers all of Vienna on one card, with free admission to over 60 top attractions such as Schönbrunn Palace, Belvedere, the Giant Ferris Wheel, and the Imperial Palace, and includes unlimited rides on the hop on/hop off buses by Vienna Sightseeing Tours. Fast track entry at some sights lets you skip the queues. A high-quality guidebook (German, English, Italian, French, Spanish), 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 and airport), 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 top attractions
- Hop on/hop off on 6 routes – unlimited rides, directly to the main attractions
- Fast track entry at some of the attractions
- Save money – start saving from the fourth attraction

**Contact**

VPG Vienna PASS GmbH
Ulrike Piringer
upiringer@viennapass.com
T +43 1 503 30 33 304

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

www.viennapass.com

**Most important sites**

An insider’s tip is the Schloss Hof Imperial palace, which is only an hour’s drive from Vienna (free transfer for Vienna PASS users from March–November with the HOP-ON HOP-OFF Grey Line). The former country seat of Prince Eugene of Savoy and later Maria Theresa and Joseph II forms part of Austria’s largest rural palace complex (50 hectares) and is definitely worth a visit. Free with the Vienna PASS.

Through the centuries the Danube has inspired great composers, poets and artists. Whether you glimpse it from on high, on the old Giant Ferris Wheel, or from the futuristic Danube Tower, a view of the Danube is always inspiring.

Vienna PASS
Hello nature
Throughout all seasons, the spoils of Mother Nature are beautifully on show across shimmering lakes, impressive mountains, and alpine countryside.

Musing lakes
Austrians love their lakes. They call this feeling ‘Seenlust’ (lake delights) and you can experience it, even celebrate it, whether at elegant, aristocratic Lake Wörthersee, romantic Lake Wolfgangsee, unspoilt Achensee, or the border lakes of Neusiedlersee or Lake Constance. Waters are sparkling clear, of drinkable quality, and amaze with shades which range from Caribbean turquoise to deep, fir-tree green. Lake temperatures are swimmable in summer, and can reach up to 28 degrees.

Mountain pleasures
Recreation seekers encounter a spectacular natural mountain playground here. One of Europe’s top walking destinations, Austria ‘on foot’ is a true gem for holidaymakers to experience the thrills of walking amongst peaks and breathtaking alpine scenery. A favourite pastime of Austrians themselves, a well-marked and maintained trail system covers some 40,000km across the country. In winter of course, the mountains are home to world-class ski resorts such as Kitzbühel, St. Anton, Ischgl, and Lech Zürs to name just a few.

A winter wonderland
Mother Nature’s palette of white is an impressive one when, each year, the landscape gorgeously transforms into a magical wintry spectacle. In addition to skiing, this showcase of a season offers holidaymakers plenty of ways to celebrate the natural beauty of winter. Try skating, curling, ice hockey, ice diving and even ice golf on many of Austria’s frozen lakes, or enjoy the scenery on winter hiking and snowshoe trails, or on a natural toboggan run weaving down into the valley.

Green initiatives
Environmentally-conscious holidaymakers will appreciate that environmental sustainability is simply a part of life and culture here. From solar-powered ski lifts, numerous car-free villages and towns, a strong organic agricultural industry, the largest number of eco-friendly mountain huts and chalets in Europe, or the chance to experience a volunteering holiday, Austria is a sound green destination.

Farm holidays
A leader in organic farming, Austria’s beautiful alpine panorama greets you (along with the smell of fresh bread!) on an authentic farm holiday where you’ll be able to explore the natural countryside around the farm and enjoy many authentic experiences. www.farmholidays.com
Discover Tirol’s awe-inspiring landscapes on the lift-assisted Tirol Mountain Bike Safari, a 670 kilometre route crisscrossing the heart of the Alps on twisty, fun, mountain bike trails.

Mountain bikers planning a cycling holiday in Europe won’t run out of ideas any time soon in the mountains of Tirol – the new Tirol Mountain Bike Safari enables cyclists to plan a tour through the heart of the Alps on a single cycle route.

The Tirol Mountain Bike Safari is just the ticket for those looking for flexible bike touring fun:

- 15,000 of the total 32,000 metres of increase in elevation along the Bike Safari are conveniently serviced by a network of 18 cable-car systems.

From €299 (Landeck)

Contact:
Mr Klaus Humenberger
klaus.humenberger@touristik.at

www.tyrol.com/bikesafari

4 days, 3 nights in 3-star hotels including breakfast and luggage transfer, lift tickets, maps.

4 days, 3 nights in 3-star hotels including breakfast and luggage transfer, lift tickets, maps.

Contact:
Mr Klaus Humenberger
klaus.humenberger@touristik.at

How to get there
Distances from/to a major city and airport:
- 5 km (3 miles) – Innsbruck Int. Airport, 5 minutes from downtown, connects to the hubs of Vienna, Amsterdam and Frankfurt.
- 170 km (106 miles) – Innsbruck is 170 kilometres from Munich Int. Airport.
- 250 km (155 miles) – Innsbruck is 250 kilometres from Zürich Int. Airport.

The Bike Trail Tirol is the longest mountain bike trail in the Alps and loops along cycle paths through the different regions of Tirol, covering 32 stages, 1,000 kilometres and a total increase in elevation of 27,000 metres.

You can start wherever you please and most stretches are two-way. The Bike Trail Tirol is suitable for both recreational cyclists and professionals.

5 days/4 nights
Overnight accommodation in 3-star hotels, including breakfast, luggage transfer, maps.
From €359 (Karwendeltour)

Contact:
Mr Klaus Humenberger
klaus.humenberger@touristik.at

www.tyrol.com/bike-trail-tirol

Unique experience – the Eagle Walk

The eagle represents freedom and independence, power and wisdom, and soars with grandeur and dignity over Tirol’s glorious mountain scenery. The Eagle Walk is arguably the most beautiful long-distance hiking trail in Austria. Well-maintained, carefully way-marked and cross-referenced to detailed maps, this varied trail is truly a natural wonderland. The 413km trail is broken up into 33 stages with a total elevation gain of 31,000m, accommodating a variety of skill levels and hiking preferences. Divided into 24 stages between the Kaiser Mountains and the Arlberg, and comprised of nine stages between the Venediger and Großglockner Mountains in East Tirol, the Eagle Walk offers endless hiking opportunities. Some of the stages lead you through the Karwendel nature reserve, one of Tirol’s most gorgeous regions. Your guide shows you the things worth seeing, especially the alpine wildlife. On your way through the Karwendel you will stay in three different traditional alpine huts. Starting high above Innsbruck you will hike for 6 days, passing unforgettable scenery until you reach the source of the Isar river in Schamitz.

www.tyrol.com/eagle-walk

Bookable package – guided hiking tour of the “Karwendel Nature Reserve”: 5 nights including half-board in 3 different traditional alpine huts from €49 per person, minimum number of participants – 8; maximum number of participants – 15. Contact: Alpinschule Innsbruck GmbH, Martin Rainer, Tschurtschentalerhof 1, 6161 Natters, martin.rainer@asi.at

Commissionable package – Tirol Mountain Bike Safari

Commissionable package – Bike Trail Tirol

Commissionable package – Tirolo – Heart of the Alps

Commissionable package – Eagle Walk

Commissionable package – Karwendel Nature Reserve

Contact
Tirol Tourist Board
Maria-Theresien-Straße 55
6020 Innsbruck
T +43 512 5320-643
www.b2b.tirol.at
b2b@tirolwerbung.at

General description
Home to the world-famous ski resorts of St Anton and Kitzbühel, along with long-time British favourites such as Mayrhofen, Obergurgl and Alpbach, the Austrian Tirol suits everyone, from novices to seasoned, veteran skiers. When you see images of Austria as a white wonderland, it is sometimes hard to imagine what happens when the snow melts away. What remains is the same beautiful, natural scenery, but this time in colour, with the landscape painted every possible shade of green. The traditional Tiroleans houses are brought to life and the mountains call you to experience a different type of adventure. Walking, hiking, mountain biking, cycling, climbing, paragliding – any outdoor adventure sport you can imagine is possible in the Austrian Tirol.

The heartfelt warm reception that the region extends to all who visit brings holidaymakers back year after year. The locals are genuinely friendly, food is hearty (just what you need after a day in the mountains), accommodation is high-quality and more to the point, affordable, and the resorts exude true mountain village charm.

Contact
Tirol Tourist Board
Maria-Theresien-Straße 55
6020 Innsbruck
T +43 512 5320-643
www.b2b.tirol.at
b2b@tirolwerbung.at

www.b2b.tirol.at

Photos: Tirol Werbung
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 – www.munich-airport.de

Gatwick and Heathrow to Innsbruck

Birmingham and in summer from Heathrow, Manchester, Bristol and Flights in winter from Gatwick, How to get there

www.innsbruck.info

www.nordkette.com/en

www.tiroler-landesmuseen.at

www.innsbruck.info/en/experience/

www.innsbruck.info/en/service/e-papers

www.dasschindler.at

www.promenadenkonzerte.at

www.airandstyle.com

www.bergiselspringen.at

www.innsbruck.info

office@innsbruck.info

T +43 5125 98500

Burggraben 3, 6020 Innsbruck

p.unsinn@innsbruck.info

Peter Unsinn, MA

Innsbruck Tourist Board

Innsbruck Tourist Board – Capital of the Alps

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 Nordkettenbahnen 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 156 popular sights, all 7 cable cars, all public transport, sightseer bus 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 Eldorado comprises almost 300km of pistes and is accessible on just one ski pass.

Great restaurants

Traditional – Weisse Rössl. Innsbruck’s oldest restaurant, established in 1590. www.roessl.at


Modern Gourmet – Das Schindler. 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.grandhotelleuropa.eu

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

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

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

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

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


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.

Events

Four Hills Ski Jump Tournament. The world’s best skiers compete in this famous event. 03.+04.02.2017. www.innsbruck.info/en/services/olympia-skiworld

Air and Style Snowboard Festival. www.airandstyle.com

Four Hills Ski Jump Tournament. The world’s best skiers compete in this famous event. 03.+04.02.2017. www.innsbruck.info/en/services/olympia-skiworld


Innsbruck Tourist Board – Capital of the Alps

Innsbruck’s mountain offers fantastic views and spectacular nature.

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Innsbruck’s mountain offers fantastic views and spectacular nature.
Swarovski Crystal Worlds www.swarovski.com/kristallwelten

D. Swarovski Tourism Services GmbH

Contact
D. Swarovski
Tourism Services GmbH
Nicole Lindner
nicole.lindner@swarovski.com
T +43 5224 51080-3810
F +43 5224 51080-3831
swarovski.kristallwelten@swarovski.com
www.swarovski.com/kristallwelten
www.swarovski.com/innsbruck
www.swarovski.com/vienna

General description – new era of wonder

From the very beginning, when he founded his cut crystal company in Wattens, Tirol, Austria in 1895, Daniel Swarovski had a vision that crystal shouldn’t just be regarded as a material, but as a source of inspiration. The family company has since experienced over one hundred years of tradition and success, and the fascination surrounding crystal is greater than ever. To satisfy this interest, Swarovski has created three locations in which crystal becomes a holistic experience: Swarovski Kristallwelten (Swarovski Crystal Worlds), Swarovski Kristallwelten Store Innsbruck and Swarovski Kristallwelten Store Vienna. Swarovski Kristallwelten (Swarovski Crystal Worlds) opened in Wattens, the home of crystal, in 1995. Since then, this fantasy realm has given more than 13 million visitors, customers and fans of crystal innumerable wonderful moments. A new era of wonder has begun with the 120th anniversary of Swarovski’s founding in Tirol and the 20th anniversary of Swarovski Crystal Worlds. After its third and biggest expansion to date, between 2013 and 2015, this world of wonders now spreads out over 7.5 hectares and displays several new facets.

What makes us unique

Swarovski Crystal Worlds, Swarovski Kristallwelten Store Innsbruck and Vienna offer their visitors something unique and unforgettable… exploration and shopping in a world of sparkling art and lively culture, drawing inspiration from a variety of ever-changing events. The three locations are central, easily accessible, and well situated on main routes to favourite travel destinations such as Vienna, Salzburg, Innsbruck, Munich, Zurich and Venice. The multilingual teams at our three locations are happy to welcome international visitors in over 20 languages. Each visitor in the group will receive a crystalline surprise when making a purchase. For tour leaders we offer a Business Lounge, with free telephone and Internet access in all three locations.

Unique experience – Music in the Giant

Every year, in May, Swarovski Crystal Worlds play host to the “Music in the Giant” festival. What makes us unique – Music in the Giant

In recent years the virtuoso chamber music program established by Tirolean composer and pianist Thomas Larcher has developed into a platform for creative freedom, with an emphasis on artistic exchange and an in-depth musical experience.

What’s new?

The interplay of light and crystal, presenting a dramatic backdrop which sets the scene for the geographical features in their natural surroundings.

www.swarovski.com/kristallwelten

How to get there

Swarovski Crystal Worlds and Swarovski Kristallwelten Store Innsbruck: Innsbruck main railway station (Hauptbahnhof). The Kristallwelten Shuttle makes the journey from Innsbruck main railway station to Swarovski Crystal Worlds several times per day. Nearest airports: Munich (180 km), Salzburg (160 km), Zurich (280 km).

Swarovski Kristallwelten Store Vienna: Vienna Airport and Vienna main railway station (Hauptbahnhof).

Most important sites

ART meets haute couture: Swarovski presents Jean Paul Gaultier in Vienna and Innsbruck.

In September 2015 Jean Paul Gaultier unveiled the installations he designed especially for the cubes – glass clirophs in the facade of Swarovski Crystal Worlds store Vienna – and the Chamber of Wonder at Swarovski Crystal Worlds store Innsbruck. There is a long-standing partnership between the company and the French designer.

Special package

New VIP Tour: ‘CRYSTAL EXPERIENCE & EXCLUSIVE TOUR’ for groups and individuals

Following a guided tour through the Chambers of Wonder, we will open up the doors to the VIP lounge, where we would be delighted to welcome your clients with an aperitif. Afterwards, as your clients leave the Giant, they will receive an exclusive Swarovski Crystal Worlds gift bag, along with a delicious praline made by the house patisserie and the Limited Edition Replica Mouse – exclusively available here at Swarovski Crystal Worlds - which will forever remind your clients of this fantastic day!

www.swarovski.com/wien
www.swarovski.com/innsbruck
www.swarovski.com/kristallwelten
www.swarovski.com/kristallwelten
www.swarovski.com/innsbruck
www.swarovski.com/vienna
www.swarovski.com/kristallwelten
Top skiing areas
Austria’s best winter skiing areas for all abilities.

Ski Juwel Alpbachtal Wildschönau, Tirol
With Austria’s abundance of high quality ski resorts, it’s tough to pick – in Tirol alone there are 87 resorts to choose from. Two of these – Alpbach and Wildschönau – have combined forces and are aptly named ‘Ski Jewel’. Just 45km from Innsbruck, the route leads to Alpbach, a town voted prettiest in the region and the picturesque Wildschönau region with its cozy little villages. Some 109km of pistes to experience and something for all abilities of skiers and boarders – from generous beginner areas to runs for free-skiing. www.skijuwel.com/en

Tiroler Zugspitz Arena, Tirol
A winter paradise for the whole family, the ski areas of the Tiroler Zugspitz Arena are small, charming and exceptionally family-friendly. The mainly blue and red runs are stress-free practice areas for first timers and skiers in need of a refresher. Numerous ski courses and camps cater for children from the age of two and up and all children under six ski free throughout the resort. Also, complimentary ski buses, family-friendly accommodation and affordable holiday packages to suit all budgets. www.zugspitzarena.com/winterurlaub

Kitzbühler Alpen, Tirol
This region is home to one of Austria’s biggest and most varied ski areas. Whether the Holiday Region Hohe Salve, the Brixental Valley, St. Johann or the PfundsseeTal, all are covered by the Kitzbühler Alpen AllStarCard ski pass which covers 916 lifts and 2750km of runs. The region enjoys a long winter season and is an ideal destination for intermediate skiers, with good beginner areas as well. www.kitzalps.com

Kitzbühel, Tirol
For a real ski ‘wow factor’, look no further than the Streif, Kitzbühel’s famous downhill course. Each January, some 60,000 spectators come to town for one weekend to watch the world’s professional racers reach speeds of 140km/hr as they hurl down the mountain. Kitzbühel’s walled, pastel-painted medieval town accommodates all tastes and budgets and its skiing is large and varied. Après-ski at over 50 cozy mountain huts is legendary. www.kitzbuehel.com

Vorarlberg
In the far west of Austria, bordering Germany, Liechtenstein and Switzerland, is a region with one of the best snow records not only in the country but in much of the Alps. The winter resorts of Vorarlberg include the exclusive Lech Zürs am Arlberg, now linked withStuben/Rauz making the Arlberg area the largest contiguous ski area in Austria (305km of pistes). The Brandnertal ski area is a real draw for families with easy cruising blue and red runs and plenty of activities for children. www.lechzuers.com, www.brandnertal.at/en

Zell am See-Kaprun, Salzburgerland
Zell am See is an attractive medieval town on the shore of a beautiful lake just an hour’s drive from Salzburg airport. Its 2000m Schmittenhöhe mountain offers plenty of intermediate skiing and is reachable via gondola and chairlifts directly from the town centre. Just 8km away, the village of Kaprun has its own small ski area but is best known for snow-sure glacier skiing on the Kitzsteinhorn Glacier where the lifts and slopes rise to 3030m and are open from late September to middle of July. One lift pass covers both Zell am See and Kaprun. www.zellamsee-kaprun.com

Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, Salzburgerland/Tirol
The Skicircus makes the list of the top ten biggest ski resorts in the world, with a total of 270km of mainly intermediate pistes linked across several mountains all on one ski pass. The recently linked Tirolian resort of Fieberbrunn by a state-of-the-art 10-seater gondola serves to bring some steeper off-piste skiing to the mixture as well. Apart from extensive skiing, the Skicircus is well-known for its mountain restaurants (more than 60 in total) as well as a lively après-ski scene. www.saalbach.com
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 through the world’s best ski destinations, such as Ischgl, St. Anton, Serfaus-Fiss-Ladis and Lech/Zürs. No fewer than 11 well-known skiing regions can be found within 30km.

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 Schloßfelsen castles, etc.

What makes us unique
– Free TirolWest Card with many all inclusive benefits: entrance to regional museums, tastings along culinary routes, unlimited journeys on regional buses, etc.
– At the heart of the world’s best ski destinations – skitirolwest.at
– 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.

How to get there
mobil.tirolwest.at
Nearby airports:
Innsbruck, Memmingen, Friedrichshafen, Munich, Bozen
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
Zanner 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.zanner-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.kuenergrat.at

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

Ski safari
The ski safari and the holiday region’s Venet skiing area also make TirolWest the ideal location for couples or groups with varied ski requirements. While some go off to explore the vast world of skiing on the ski safari, others prefer the compact pleasure of the delightful ski resort Venet as the place to indulge in their skiing passions.

The Venet is a byword for pleasure and relaxation with its breathtaking panoramic views, superbly groomed pistes and downhill runs on the north and south facing slopes; 22km of pistes.

Hotel Enzian
The Enzian is a family-owned hotel in Perjen. At the centre of the ultimate Tirolean holiday resort with Serfaus, Ischgl, St. Anton, Zürs und Lech, and everything necessary for a pleasant stay – great food, comfortable beds, delightful ambiance.
32 rooms, 5 hospitable dining rooms, hotel bar, sun terraces, secluded garden, delightful wellness centre, massage studio. Official BMW motor-cycle test ride hotel, prime Tyrolean ski safari hotel, biking & soft-top car hotel – just a taste of what awaits at the Hotel Enzian, an exciting stay in an enticing ambience, wonderful regional delicacies, authentic Tirolean hospitality, laid-back lifestyle and an inspiring tourism concept, providing countless new opportunities on a daily basis.

Package:
– 7 or 5 days half-board
– 5- or 4-day ski passes Venet/Ischgl/St. Anton/Serfaus-Fiss/choice between Kappl, Hochzeiger, Schönecken bus transfers to and from the ski areas and ski guide is included.
– TirolWest Card

Double room incl. half-board and ski safari from €669 per person (on demand)

Contact:
T +43 5442 62066
info@hotel-enzian.com
www.hotel-enzian.com

Contact
Holiday region TirolWest
Malserstraße 10, A-6500 Landeck
T +43 5442 65600, info@tirolwest.at
www.tirolwest.at

Photos: Tirol Werbung/Bauer Frank; TVB TirolWest/Rupert Gapp; Hotel Enzian/Kresser; Hotel Jägerhof; Hotel Mozart
Package
Gourmet dining at Das Central:

Gourmet half-board:

– 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?

– 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

Already completed:

– Renovation of the Venezia Water World (saunas and steam baths)

Contact

Das Central – Alpine . Luxury . Life

Renate Wachl

info@central-soelden.at

T + 43 5254 2260-0

Aussen 3

6450 Sölden/Ötztal

T + 43 5254 2260-0

F +43 5254 2260 511

info@central-soelden.at

www.central-soelden.com

General description

Das Central – Alpine . Luxury . Life is 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 Tyrolean 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 Tyrolean 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 selected wines, is a real inspiration for gourmets. One very special wine is the PINO 3000, a full-bodied wine using grapes from three countries.

Most important sites

Ice Q www.iceq.at

On top of Gaislachkogel (3,048 m) lies the new Ice Q Design & Gourmet Restaurant, with finest alpine cuisine and astounding panoramic views.

ALMZEIT www.soelden.com/almzeit

Totter beam, outdoor skittles, XXL telescopes etc. – the ALMZEIT is the family theme trail which brings Sölden’s mountains to life.

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 & canopying tours.

BIG 3 www.soelden.com/big-3

Sölden offers three 3,000 m peaks – the BIG 3 – connected by modern ski lifts. The BIG 3 are three viewing platforms, three skiing mountains and three unique panoramas: Gaislachkogel, Tiefenbachkogel and Schwarze Schneid.

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).

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Walking holidays are soaring in popularity with British holidaymakers enticed by the ease of experiencing Austria’s unofficial national pastime. In a land where in many parts the horizon is beautifully swallowed up by mighty mountain ranges, where snow-capped glacial summits play peek-a-boo even in the warmer months, and where a green and natural landscape welcomes guests with a fresh air ‘hello’, you’ll find what might just be the perfect walking holiday destination. Whether it’s a leisurely wander through rolling countryside, a guided walk to your first alpine peak, or a more energetic hike across challenging terrain, you can be assured of well-signed routes, amazing scenery, friendly locals, and of course, cosy rest stops featuring hearty Austrian fare to refuel with.

Adlerweg (The Eagle’s Way), Tirol
The Tirol’s most famous hiking trail, the Adlerweg is a network of walking routes that cover the whole of Tirol stretching out in the shape of the outstretched wings of an eagle (Adler). The main route runs from St. Johann in Tirol to St. Anton am Arlberg, in 23 stages. It’s best to put together your very own Adlerweg itinerary using the various individual routes. For example - experience delightful countryside on the multi-day walk between stages 2 and 8, starting in the Kaisergebirge mountains and ending at Lake Achensee, Tirol’s largest lake. Overall length (main route): 280km, 29,745m, day stages: 23. www.adlerweg.com

The Alpe-Adria Trail (multi-country)
The Alpe-Adria Trail is a true long-distance trail, with 43 stages and 690km of trail running from the high mountains to the Adriatic, whilst crossing three countries: Austria, Italy and Slovenia. It starts in Carinthia and runs from the highest mountain in Austria, the Grossglockner, via the Nockberg mountains and the Carinthian lakes, to Kranjska Gora in Slovenia, and from there on to Muggia. As the emphasis is on walking for pleasure, each stage features at least one ‘magical spot’, inviting the walker to pause for a while at a special location in the landscape. Overall length: 690km, 2,600m, day stages: 43. www.alpe-adria-trail.com

Salzburger Almenweg, Salzburgerland
There are over 1,800 meadows covering a quarter of the area of the province of Salzburgerland. Over 31 stages, the Salzburger Almenweg links 120 of these meadows and farms, many of which can provide travelers with specialties such as local milk, cheese, butter, yoghurt, bread, bacon or self-distilled schnapps. Whether you experience a number of stages or simply one or two, no two meadows or farms are alike. Overall length: 350km, day stages: 31. www.salzburger-almenweg.at

Smugglers’ Path, Montafon/Vorarlberg
It’s an adventure tour through the unspoilt Montafon range in Vorarlberg. Take a walk in the footsteps of smugglers, along genuine former smugglers’ routes sufficiently off the beaten track and ideal for where for they would have hidden their contraband wares. The path also leads across the Swiss-Austrian border and is a true adventure for adults and children. www.montafon.at

Wachau Welterbesteig, Lower Austria
The Wachau region is one of the most beautiful natural landscapes in Europe. Along the 180km of the Welterbesteig, Walkers experience the impressive countryside, the region’s rich history and unique local tradition. This 14-stage walk leads through picturesque wine-making villages and elegant Renaissance towns beside the Danube, and past the steep, distinctive vineyard slopes and numerous castles and churches. Don’t forget to make a welcome stop-off at one of the traditional Heuriger (winegrowers’ restaurants), inns or award-winning restaurants. www.welterbesteig.at

On foot – beauty all around
Widely considered one of Europe’s top walking destinations, Austria ‘on foot’ offers holidaymakers knockout alpine and countryside scenery.
Unmissable events

- Alpine Culinary Street Food Festival, August www.bludenz.travel
- Christkindlmarkt Bludenz www.bludenz.travel
- Klostermarkt Bludenz www.bludenz.travel
- Weizen-Markt(Weiz), Bludenz www.bludenz.travel
- Nockplateau Tschengla (summer and winter): easy hikes with stunning views in summer and winter, visit the ancient stone circles or enjoy cross-country skiing.
- Bludenz Old Town, with its lively markets and festivals (summer and winter).

Hotels

Bergbahnen Brandnertal partner hotels: guests of our partner hotels and cable car company founding enterprises offer attractive discounts on the 6-day Montafon-Brandnertal ski pass.

www.brandnertal.at/en/partnerhotels

Our partner hosts in the "Family friends Brandnertal" group drive every day to make family holidays as enjoyable, playful and fascinating as possible for all family members. Special children’s catering, a selection of games for all weather conditions, adventures – these are just a few examples of services that our family friends have waiting for you and your kids.

www.brandnertal.at/en/partnerhotels

Great restaurants

Lovely huts and alpine restaurants up the mountain.

Different themed restaurants in the villages, from the traditional Wirts- haus, to a Spanish-Austrian gourmet restaurant.

Genussregion Brandnertal: five chefs offer a special 5-course dinner five times per year.

Palatial exquisit: a torch-lit hike through the deep snow, combined with a gourmet midnight dinner in the ski area.

General description – Brandnertal: Charming holidays in Vorarlberg

Rated as one of the most beautiful high-lying valleys in the Eastern Alps, Brandnertal nestles between the craggy Raetikon massif and the gently undulating hills of the Walgau. At the end of the valley lies lake Lünersee at the foot of mount Schesaplana. During summer, virtually any sport can be practised here, from archery to golf, tennis, horseback riding or angling. Lifts and cable cars whisk hikers or mountain bikers up to some 1,500m above sea level. Along the high-altitude trails, cosy mountain lodges welcome hungry, tired visitors with open arms. Bikepark Brandnertal, Vorarlberg’s first bike park, promises thrilling downhill rides and exhilaration on the fun sports trail. In winter, the Brandnertal ski area caters to ski-loving families. Winter hiking trails, several toboggan runs, snow shoe rambling tours and cross-country skiing trails keep boredom away. Explorers of any age can discover the Brandnertal in activities that cater specifically to families: the themed Natursprünge nature trail, the animal discovery trail, a wilderness day, ski courses, or the dog-sleigh riding school. Family-friendly accommodation and restaurants add to the attractions for families.

What makes us unique

- Enjoying your holiday in the Brandnertal means having everything only a few steps from your door: from alpine hikes, to walks with your children in a pushchair, a charming skiing area, or enjoyable toboggan runs
- The heart-warming hospitality of the locals
- High-quality restaurants which focus on local products
- A combined ski pass which includes the Montafon ski area means 273km of pistes within easy reach

Unique experience – Sunrise hike to the Mondspitze (1,967m)

Beneath the sky we watch how the sun slowly lights up the surrounding alpine peaks. We see the sunlight touching soft meadows, dark forests, the small villages and rough rocks. This breathtaking view is worth every step up the mountain and even the first step – getting out of bed at 3 o’clock in the morning.
Gems of historic towns
Bad Ischl, Gmunden, Hallstatt, Steyr, and Radstadt are just a few of Austria’s appealing historic little towns, where you’ll find yourself very quickly immersed in the history, traditions and lifestyle of these special places. Their attraction stems from the winding, narrow alleys, the many historic buildings, cozy taverns and small, award-winning restaurants. The local vibe might have something to do with it too as the inhabitants of these towns are genuinely proud to live here.
www.khs.info/en/home.html

Pace yourself on a wine walk
Austria’s wine regions are just the place to get a taste of the joie de vivre that exists throughout the country. The idyllic vineyards, villages and cellar-lined streets are ideal for exploring on foot, at your own pace on what Austrians call “Wein-Wandern” – a wine walk. The South Styrian wine route is just one such example – be sure to sample the superb Sauvignon Blanc while enjoying the view.
www.austria.info/uk/things-to-do/food-and-drink/wine

Exploration on two wheels
Austria’s magnificent river valleys, such as the picturesque Wachau or the Danube cycle route in Upper Austria, are easily explored by bike. Soak up the beauty of the scenery at your own pace, stop off along the way at a cozy inn and tuck into delicious regional specialties served by welcoming hosts.
www.austria.info/uk/things-to-do/cycling-and-biking

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.
www.austria.info/uk/things-to-do/spa-and-wellbeing

The call of the mountains - ski breaks
Austria certainly always puts on a spectacular show during the snowy season. Ski and board at snow-sure resorts on an incredible alpine terrain, complemented by state-of-the-art infrastructure and stringent safety standards, a variety of accommodation from five-star luxury hotels to cozy family-run inns, and an après-ski scene that consistently ranks tops in Europe.
www.austria.info/uk/things-to-do/skiing-and-winter
Salzburg – Stage of the World

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 also a harmony of nature and architecture, art and culture, and tradition and modernity that exists nestled in the gentle, green mountainous surroundings; which offer impressive panoramic views of the city’s baroque silhouette. Salzburg captivates with narrow passageways, grand squares, and its Old Town. Salzburg is a real draw for classical music, and in 2017, the Salzburg Easter Festival, founded by Herbert von Karajan, celebrates 50 years. 2017 also marks the city’s 20th anniversary of UNESCO World Heritage. 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 celebrates its 200th anniversary in 2018.

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 the city of 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 splendor 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. Most are easily visited with the Salzburg Card, offering free admission to all museums, the Fortress funicular, the Untersberg mountain cableway, Salzach ship service and public transport. Discounts on concerts, theatre, and local excursions as well.

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

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Events/Festivals
‘Mozart Week’ with W. A. Mozart, Joseph Haydn and French harpsichord playing schools! Académie équestre de Versailles 26 Jan - 5 Feb 2017 www.mozartum.at
50 Years ‘Salzburg Easter Festival’ with Wagner’s ‘Götterdämmerung’ 8. - 17 April 2017 www.easterfestival.at
2017 Salzburg Festival Under new direction of Marc Hinterhauser 21 July - 31 Aug 2017 www.salzburg.info

Hotels
Hotel Sacher Salzburg - The city’s only grand hotel, the Sacher oversteps the magical scenery of Salzburg’s old town, directly on the shores of Salzach river
www.sacher.com/hotel-sacher-salzburg
Art Hotel Blau 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.blaugans.at
Villa Carlton - The charming, family-run Georgian 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

Great restaurants
Traditional: Zum Fidelien Alten - cozy Austrian eatery dating back to the 17th century. www.fidelien.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.augustiner.at

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Traditional: Zum Fidelien Alten - cozy Austrian eatery dating back to the 17th century. www.fidelien.at
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Salzburg – Stage of the World

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 also a harmony of nature and architecture, art and culture, and tradition and modernity that exists nestled in the gentle, green mountainous surroundings; which offer impressive panoramic views of the city’s baroque silhouette. Salzburg captivates with narrow passageways, grand squares, and its Old Town. Salzburg is a real draw for classical music, and in 2017, the Salzburg Easter Festival, founded by Herbert von Karajan, celebrates 50 years. 2017 also marks the city’s 20th anniversary of UNESCO World Heritage. 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 celebrates its 200th anniversary in 2018.

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 the city of 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 splendor 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. Most are easily visited with the Salzburg Card, offering free admission to all museums, the Fortress funicular, the Untersberg mountain cableway, Salzach ship service and public transport. Discounts on concerts, theatre, and local excursions as well.
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 masterpieces that are “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

**Styriarte Graz**
June/July
Styriarte is one of Styria’s most celebrated festivals of classical music, which is why it is directed by famous conductor Nikolaus Harnoncourt.
www.styriarte.com

**Klangwolke**
Linz, September
The open-air concert is a breath-taking 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

**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**
Erl, June to August
The Erl 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.erlfestival.at

**Schwarzenberg Schubertiade**
Vorarlberg, July/August
It is the world’s biggest Schubert festival and this year has invited the elite from the world’s leading singers.
www.schiedals.at

**St. Margareten Opera Festival**
Burgenland, July/August
Festival operas are held in one of Europe’s oldest quarries, which is both one of Europe’s biggest natural stages and a UNESCO World Cultural Heritage Site. Giuseppe Verdi’s legendary Aida, one of the opera world’s most popular and frequently performed works, will be staged here.
www.smfh.at

**Liast Festival**
Bozen-Bolzano, July/August
The Liast Festival is held in his birthplace of Roding to honour Placido Llei – the genius behind innovative piano music. With first-class international artists and orchestras.
www.liastfestival.at

**Carinthian Summer**
Carinthia, July/August
The festival covers several events and spans a pleasing range of music, from ancient to contemporary.
www.carinthiansommer.at

**Youth scene**

**Glast & Verkehr**
Krems, June/July
One of the country’s newest music festivals, which combines original, traditional music with contemporary influences. It welcomes a host of musicians from all four corners of the globe.
www.glastundverkehr.at

**Sommerszene**
city of Salzburg, July
Salzburg’s Sommerszenie, 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.sommerszenie.net

**Springfestival in Graz**
May/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**

**TanzSommer Innsbruck**
June/July
Leading international dancers and choreographers stage fascinating performances, from classical ballet to acrobatic avant-garde dance, at TanzSommer Innsbruck.
www.tanssommer.at

**ImpulsTanz Vienna**
July/August
Europe’s biggest contemporary dance festival attracts renowned artists from all over the world and for four weeks transforms Vienna into a massive dance floor.
www.impulstanz.com

**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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