200 YEARS OF “SILENT NIGHT! HOLY NIGHT!”

200 YEAR ANNIVERSARY OF A WORLD HIT

IDEAS FOR GROUP TOURS & EVENTS 2017 AND 2018

WWW.SILENT-NIGHT.COM
Dear Ladies and Gentlemen,
Dear Travel Partners,

“Silent Night! Holy Night!” is the best known and most sung Christmas Carol in the world. Since the first time it was heard in 1818, in Oberndorf near Salzburg, it has proclaimed the message of Christmas, the feast of love and peace in a unique way. On the occasion of its 200 year anniversary, we celebrate the history and proliferation of the song worldwide, with new and current activities. For this purpose, we have developed attractive programme ideas for a trip in the “Silent Night Country”, which you can find on the subsequent pages. Atmospheric tours take you to the most important towns in SalzburgerLand and in Upper Austria in which Joseph Mohr and Franz Xaver Gruber once lived and worked, as well as to Tyrol, from where the song and its message of peace have been carried out into the world. These routes are combined with visits to atmospheric Christmas markets, Christmas performances and ideas for activities in the snow. Let your customers participate in celebrating this special anniversary with an unforgettable journey in the footsteps of “Silent Night! Holy Night!”

Leo Bauernberger
SalzburgerLand Tourismus

Josef Margreiter
Tirol Werbung

Andreas Winkelhofer
Oberösterreich Tourismus
A visit of the Silent Night towns is also worth a visit after the Jubilee year 2018! We have marked all information which are only available in the anniversary year with a date.
200 YEARS OF SILENT NIGHT

THIS IS HOW THE SONG WAS CREATED

QUIET TONES...
...were heard on Christmas Eve, 1818 in Oberndorf from only a guitar and two voices singing, and yet this was to become the most famous song in the world.

In 1816, Joseph Mohr wrote a touching poem in the village of Mariapfarr, Franz Xaver Gruber composed the melody two years later at Christmas Eve, not realising that two years later it would become the lyrics of that simple Christmas Carol which would someday gain world fame.

“Silent Night! Holy Night!” was a message of peace, which spread like wildfire around the world. Today, there is hardly anyone who does not know the contemplative melody, but few people know that the origins of this simple Christmas Carol lie in SalzburgerLand, that Franz Xaver Gruber grew up in Upper Austria and that the song went out into the world from Tyrol.

The trail of the song leads today through SalzburgerLand, Upper Austria and Tyrol. Lovingly decorated museums, churches and memorials in the Silent Night towns, remind of the history and proliferation of this moving song and also the life and work of the two creators - Joseph Mohr and Franz Xaver Gruber.
Day 1 – Upper Austria  
**Hochburg-Ach** – visit the memorial house with its weaving loom where Franz Xaver Gruber learnt his weaving trade. A contemplative tour to 6 stations of the Franz Xaver Gruber peace path from the memorial house of the Gothic Parish Church with the F.X. Gruber memorial organ. Each station has a verse of the song and symbolises a continent, which tells its story at the time of Silent Night.

Day 2 – SalzburgerLand  
**Oberndorf** – visit the Silent Night Chapel and the Museum in the old vicarage with a focus on Silent Night and the Salzach river shipping. Continue on to the City of Salzburg (approx. 20km), walk in the footsteps of Silent Night through the City of Salzburg and visit the special exhibition “Silent Night 200” in the Salzburg Museum, as well as the stage play “Silent Night Story” composed by John Debney at the stage “Felsenreitschule”.

Day 3 – Tyrol  
**Fügen** – visit the local History Museum of Widumspfiste, home of the Ur-Rainer Singers. The visitor learns more about the Zillertal national singers and the organ builder Carl Mauracher, while there is also the world’s largest known Silent Night record collection located here. Continue on to Laimach (approx. 20km) where in a Zillertal farmhouse you will be shown how the song was carried by the Strasser singers out into the world.

The individual blocks/days of your tour can be freely exchanged along with adding further options.
Day 1
City of Salzburg – guided tour in the footsteps of Silent Night and W. A. Mozart to the most beautiful attractions such as the Salzburg Cathedral, where there is the baptismal font in which W. A. Mozart and J. Mohr were baptised. Visit the special exhibition “Silent Night 200.” in the Salzburg Museum, as well as the stage play “Silent Night Story” composed by John Debney at the stage “Felsenreitschule”. Day 2
Oberndorf – visit the world famous chapel and the museum in the old vicarage with a focus on Silent Night and the Salzach river shipping, a carriage ride to Arnsdorf and a guided tour through the Silent Night Museum in the oldest surviving schoolhouse in Austria. Here, Gruber lived for 21 years and wrote the melody to the song. Then explore the pilgrimage church “Maria im Mösl” and continue on to Hintersee (approx. 55km). On a romantic lantern hike from the parish church to the Joseph Mohr Memorial Chapel, visitors learn more about Mohr’s work in the village. Day 3
Mariapfarr – tour through the Silent Night Museum. Particularly worth seeing are the reconstructed “Mohr-Stube”, in which Mohr wrote the lyrics to the famous song, as well as the little silver altar. Thereafter, visit the newly renovated pilgrimage church and the Silent Night fountain. Drive on to Wagrain (approx. 60km) and on a culture walk feel the “secret magic which lies over the village”, in which J. Mohr worked for so long and also K.H. Wagner lived. See the churches of Wagrain and J. Mohr’s final resting place. In the Pfleger Palace (from Dec. 2017) you can learn more about the interpretation of the text in different languages and about the “passage of time” in Wagrain. Day 4
Hallein – Gruber Tour - an actor slips into the role of F. X. Gruber and tells “personal stories” from his life. Thereafter, visit the parish church with the new Silent Night Organ (inauguration 25.11.2018) and the renovated Gruber apartment building in the Silent Night Museum Hallein (inauguration 27.09.2018) with original guitar and the autographs II, IV and V. Here in 1854, Gruber wrote the authentic initiative, through which the origins of the song in Salzburg are documented.
**ON THE TRAIL OF GRUBER IN UPPER AUSTRIA**

**PROGRAM PROPOSALS FOR YOUR GROUP TOUR IN UPPER AUSTRIA**

**Day 1**  
**Hochburg-Ach** – in 1787 Franz Xaver Gruber was born on the so-called Steinpoinstölde in Hochburg-Ach. Against initial opposition from his father, a linen weaver, he was musically trained and took the profession of a teacher. In the Franz Xaver Gruber memorial house in Hochburg-Ach, the life of a poor family of linen weavers is appreciable at the time of the Napoleonic wars.

A tour on the Franz Xaver Gruber peace path makes the timeless content of the song "Silent Night" perceptible. Stations are available for each verse of the song, as well as for the worldwide dissemination of its message of peace on all continents. In contrast are the details of the troubled times in which "Silent Night" has its origin. On an inspiring walk through all continents, the peace path as a meditative journey to inner peace can be experienced all year round. At the end, take a visit to the parish church with the "Franz Xaver Gruber Memorial Organ".

**Day 2**  
**Ried im Innkreis** – here in 1806 Franz Xaver Gruber completed his apprenticeship. As in many cities of the Innviertel region, the centre of Ried is characterised by typical Bavarian Baroque facades. Not until 1779, did Ried and the Innviertel come to Upper Austria. In Napoleonic times, it changed hands several times between Bavaria and Upper Austria.

Also the path to Ried was full of tribulations which the crib from the Oberndorf parish church took. After the demolition of the Church, it first went into an attic and then into the collection of the vicar Johann Veichtlbauer. He donated these objects to the town of Ried in 1933. And so it happens that the old crib, before which the world’s most famous Christmas Carol was sung for the first time, can today be seen in the Innviertler Folklore House in Ried.

**Day 3**  
**Steyr** – during the Advent time the Silent Night journey to Steyr ends at the 1st Austrian Christmas Museum. From November 2018, there is a replica of the first text print of "Silent Night" from the early 19th Century on show.

The individual blocks/days of your tour can be freely exchanged along with adding further options.
200 YEARS OF SILENT NIGHT

FROM TYROL OUT INTO THE WHOLE WORLD

PROGRAM PROPOSALS FOR YOUR GROUP TOUR IN TYROL

Ur-Rainer Singers can be found on the tomb of the family Dönhoff. When you visit the Local History Museum in the Widumspfiste you will discover the world’s largest known Silent Night record collection. Many of the records can still be listened to, and additionally one can learn more about the Zillertal national singers and the organ builder Carl Mauracher, old crafts and mining in Fügen/Fügenberg.

Hippach – residence of the Strasser family. The four siblings of the Strasser family singers - Anna, Joseph, Amalia and Karolina - grew up in Hippach, more specifically in Laimach, a hamlet of Hippach. From here, the four singers travelled and spread the song “Silent Night! Holy Night!” The Strasser House, their birth house from the 18th Century still stands today. It is a Zillertal farmhouse built entirely from wood with smoke-stained wood beams, an old lounge with a barrel oven and sash and door hinges. The grade II listed farmhouse tells a lot about the austere life of the Zillertal farmers in the past that carried the song “Silent Night! Holy Night!” out into the world. But there is also a lot to discover there about the history of the most famous Christmas song.

Day 2
Achensee – home of Ludwig Rainer. When Ludwig Rainer, son of Maria Rainer from the Ur-Rainer, came back to Austria with his group from America and Russia, he built the Hotel Seehof at the Achensee in 1869, which later burned down in 1900. The hotel, equipped with all comforts, attracted guests from all over the world and was his home from then on. Accordingly, one embarks on the trail of Ludwig Rainer in Achensee. Additionally, the Lake Chapel with its altar in the neo-Gothic style at the Achensee Lake was built by national singer Ludwig Rainer and after his death in 1893; he was buried gracefully in Achenkirch. During a visit to the “Sixenhof” in Achenkirch, the local history museum, you can get interesting historical insights such as on a clothing chest of Ludwig Rainer. In the Sixenhof, the history of the Holy Night is recounted each year in a centuries-old stable.

The individual blocks/days of your tour can be freely exchanged along with adding further options.
SPECIAL HIGHLIGHTS
IN THE SILENT NIGHT TOWNS

IN SALZBURGERLAND
Oberndorf | SalzburgerLand
- Silent Night Chapel
- Silent Night Museum in the old vicarage (focus: Silent Night, Vicar Joseph Mohr, Salzach river shipping)
- Silent Night Shop
  T +43 6272 4422 | office@stilleacht-oberndorf.com
  www.stilleacht-oberndorf.com

Arnsdorf / Lamprechtshausen | SalzburgerLand
- Silent Night Museum in the oldest, active schoolhouse in Austria (focus: Gruber as a teacher and composer)
- Pilgrimage church of Maria im Mösl with the original Gruber Organ and the Silent Night Bells
- Gruber-Mohr Trail from Arnsdorf to Oberndorf
  T +43 6274 6334 | office@stilleachtarnsdorf.at
  www.stilleachtarnsdorf.at

Salzburg City
- Baptismal font in the Salzburg Cathedral, in which Joseph Mohr and Wolfgang Amadeus Mozart were baptised
- Birthplace of Joseph Mohr in the Steingasse
- Stage play “Silent Night Story”, composed by John Debney
  T +43 662 88987 0 | tourist@salzburg.info
  www.salzburg.info
Wagrain-Kleinarl | SalzburgerLand
- 04.12.2017: Re-opening of the Silent Night Museum in the Pfegerschlössl (focus: the text in different languages, the passage of time)
- Final resting place, as well as the death place of Joseph Mohr
- Church with original altar and memorial organ
  T +43 660 34 34 608 | kulturverein@wagrain.salzburg.at
  www.wagrain-kleinarl.at

Hallein | SalzburgerLand
- 25.11.2017: Inauguration Gruber Square and final resting place of Franz Xaver Gruber
- 27.09.2018: Re-opening of the Silent Night Museum Hallein (focus: original guitars, autographs, authentic reasoning)
- 25.11.2018: The new Silent Night Organ can be heard for the first time in the town parish church
  T +43 6245 80783 | keltenmuseum@keltenmuseum.at
  www.stillenachthallein.at

Wagrain – Church, grave from Mohr and Joseph Mohr school
Hintersee | SalzburgerLand
- Parish Church with Joseph Mohr image
- Bust of Joseph Mohr
- Joseph Mohr Memorial Chapel
- Joseph Mohr Themed Trail [opening 2018]
T +43 6226 838471 | hintersee@fuschlseeregion.com
www.fuschlseeregion.com

Mariapfarr | SalzburgerLand
- Silent Night Museum Mariapfarr [focus: Joseph Mohr documentation in the Mohr Lounge, “little silver altar”]
- Silent Night fountain on the Joseph Mohr square
- Pilgrimage Church of Mariapfarr with its famous altar-piece “Adoration of the holy three kings and the boy with the curly hair”
T +43 6473 20068 | info@wallfahrtsmuseum.at
www.wallfahrtsmuseum.at

IN UPPER AUSTRIA
Hochburg-Ach | Upper Austria
- Franz Xaver Gruber Peace Path
- Franz Xaver Gruber memorial house [focus: his life in Hochburg and the musical beginnings, weaving crafts]
- Gothic Parish Church with Franz Xaver Gruber Memorial organ
T +43 664 4166702 | gerhard.haring@fxgruber.at
www.fxgruber.at

Ried im Innkreis | Upper Austria
- Innviertler folklore house: Original “Silent Night Manger” from the parish church in Oberndorf
T +43 7752 901 300 | kultur@ried.gv.at
www.ried.at

Steyr | Upper Austria
- 1st Austrian Christmas Museum: replica of the 1st printed text of “Silent Night” [on show from 23.11.2018]
T +43 7252 53229 0 | info@steyr.info
www.steyr.info

IN TYROL
Mayrhofen | Tyrol
- Parish Church of Mayrhofen with the famous “Rose of Jericho” ceiling painting by Max Weiler
T +43 5285 6760 | info@mayrhofen.at
www.mayrhofen.at

Fügen | Tyrol
- Memorial plaque on the organ builder Carl Mauracher
- Local History Museum in the Widumspfiste [focus: detailed representation of the Zillertaler National Singers]
- World’s largest-known Silent Night record collection
T +43 5288 62262 | info@best-of-zillertal.at
www.best-of-zillertal.at

Hippach / Laimach / Mayrhofen | Tyrol
- Strasser House – birth and residence of the Strasser Singers
- Themed Trail – on the trail of the Strasser Singers
T +43 5285 6760 | info@mayrhofen.at
www.mayrhofen.at

Achensee | Tyrol
- Local History Museum Sixenhof with the clothing chest of Ludwig Rainer
- Lake chapel built by Ludwig Rainer
- Burial site of Ludwig Rainer
T +43 5246 5300 0 | info@achensee.com
www.achensee.com
Seven exhibitions and themed trails celebrate the Silent Night Jubilee in SalzburgerLand. Differing perspectives complement and enrich each other.

In the Salzburg Museum, from the 27.09.2018, an extensive special exhibition is being held – “Silent Night. 200. Creation, Message and Commerce.” On show, among other things, there is the original autograph by Joseph Mohr. Aside from this, the main focus is on the creation and spread of the Silent Night song out from Salzburg, Tyrol and Upper Austria as far and wide as America.

Additionally, it can be found in the special exhibitions in six Silent Night Towns.

Oberndorf illuminates the social history background and the creation and performance of the song. In Mariapfarr, the focus is on Mohrs church life and his spirituality as the source of the textual poetry. His spiritual welfare activity led Mohr to Hintersee, where a themed trail and a memorial are dedicated to him. In Wagrain, the new museum in the Pflegerschlössl presents on the one hand Mohr as a social and educational reformer and on the other hand the international proliferation of the song. Visitors will be invited to think beyond our dealings with time and tranquility. In Arnsdorf Gruber is once again in the focus as a teacher. From there, he oversaw organ services in Oberndorf, which is where he met Mohr. The Silent Night Museum Hallein presents from 27.09.2018 the highlights from Gruber’s estate. Here the choirmaster composed further versions of “Silent Night! Holy Night!” On show are the original autographs, letters, instruments, furniture as well as the Gruber portrait by S. Stief (1846), the authentic reasoning (1854) and the original Joseph Mohr guitar (1818).
STAGE PLAY AT THE FELSENREITSCHULE

STAGE PLAY AT THE FELSENREITSCHULE

MUSICAL STAGE PLAY WITH HOLLYWOOD GLOSS
The Salzburg State Theatre deals with the song that went around the world in a large musical production. For this piece, a top-class team was assembled from the United States. For the music, the film composer John Debney is responsible. He has composed the music to many big Hollywood productions such as “Ice Age”, “Sin City” and most recently “The Jungle Book”. Debney has so far received three Emmy Awards in his career, and was nominated for an Oscar in 2005 for the music of the “The Passion of Christ”. The script will be developed by the author, director, and singer Hannah Friedman.

The premiere is on Saturday 24th November, 2018 in the spectacular setting of the Salzburg Felsenreitschule with the Mozarteum Orchestra playing.

Tickets and further information: Salzburg State Theatre T +43 662 87 15 12 222 service@salzburger-landestheater.at www.salzburger-landestheater.at

OTHER DATES:
● THU 29th Nov. 2018, 08p.m.–11p.m.
● SAT 1st Dec. 2018, 07p.m.–10p.m.
● TUE 4th Dec. 2018, 08p.m.–11p.m.
● SAT 8th Dec. 2018, 07p.m.–10p.m.
● SUN 9th Dec. 2018, 03p.m.–06p.m.
● WED 12th Dec. 2018, 08p.m.–11p.m.
● SAT 15th Dec. 2018, 07p.m.–10p.m.
● SUN 16th Dec. 2018, 06p.m.–09p.m.
● TUE 18th Dec. 2018, 08p.m.–11p.m.
The whole country is a paradise for lovers of Advent. Romantic Christmas and Advent markets, which mostly open their doors on the last weekend in November, amaze visitors from near and far.

**IN SALZBURGERLAND**
- Salzburg Christmas market at the Cathedral and Residenz Square
- Hellbrunn Advent magic
- Christmas Market in St. Leonhard
- Silent Night Christmas Market in Oberndorf
- Advent in front of the Franz-Xaver-Gruber School in Arnsdorf
- Advent at Mattsee Lake with a dusk boat ride
- Advent of the villages in the Fuschlsee region
- Wolfgangsee Advent in St. Wolfgang St. Gilgen and Strobl
- Christmas markets in the old town of Hallein
- Christmas market of cultures in Wagrain
- Salzburg Mountain Advent in the Grossarl Valley
- Katschberg Advent

**IN UPPER AUSTRIA**
- Salzkammergut Advent on the Wolfgangsee, Fuschlsee, Mondsee, Traunsee and in Bad Ischl
- Advent market in Hochburg-Ach in the Franz Xaver Gruber memorial house and on the market square
- Christmas market in the Steyr Christmas region with Steyr Valley museum railway and Christmas post office
- Christmas markets in Linz, Wels, on the Danube and in the Mühlviertel

**IN TYROL**
- Mayrhofen Advent on the Waldfest square
- Christmas market “Light magic” in Fügen Palace
- Christmas markets in Hall in Tirol, Achensee, Innsbruck, Rattenberg, Kufstein, Kitzbühel, St. Johann in Tyrol, Lienz
- AchenSee Christmas “Bergadvent”

For further Christmas markets, as well as the opening hours, see [www.silent-night.com](http://www.silent-night.com).
**Christmas Events**

**In Salzburg City**
- "Silent Night Story" stage play composed by John Debney. Further information on page 13
  www.salzburger-landestheater.at
- Salzburger Advent Singing in the Large Festspielhaus 2018 with the title “Silent Night”
  www.salzburgeradvent singen.at
- Silent Night Guided Tour with the Salzburg guides
  www.salzburgguides.at

**Oberndorf**
- Silent Night historic play 2018 with the title “Desire for Peace”
  www.stille-nacht-spiele.com
- Silent Night post office at Christmas
  www.stillenacht-oberndorf.com

**Hintersee**
- Numerous villages Advent events, as well as the Christmas market in Hintersee
  www.adventderdoerfer.at

**Wagrain**
- Salzburg Marionette Theatre - Silent Night Performance
- Post Office Christmas in the Waggerl House
- Advent of Cultures
  57th Joseph Mohr Memorial singing on the 26th Dec.
  www.wagrain-kleinarl.at

**Arnsdorf**
- "Franz-Xaver Gruber’s Women” stage play from Arnsdorf by Yarina Gurtner & Max Gurtner
  www.stillenachtarnsdorf.at

**Hallein**
- The new Silent Night Organ concert series
- Gruber tours with different focuses: Silent Night in the movies, music tours, “Ms. Gruber explains”, Franz Xaver Gruber and the Beer
  www.stillenachthallein.at

**In Upper Austria**
- Hochburg-Ach
  - Historic play “The search for the Silent Night”
    www.fxgruber.at

- Steyr
  - “Postamt Christkindl”
  - “Steyrer Krippel” - puppet theatre with lovingly recreated scenes of “Steyrer life”.
  - Steyrer “Schmiedewihnacht” - rich in traditional Blacksmith trade on an open fire
  www.steyr.info

**In Tyrol**
- Achensee
  - AchenSee Christmas “Christmas like before” on the ship with Christmas lounge music
    www.achensee.com

- Fügen in Zillertal
  - Musical theatre evening with never before heard versions of “Silent night”. A production by SteudlTENN
    www.steudltenn.com

- Mayrhofen
  - Traditional singing by the male choir association & the brass group in Mayrhofen
    www.mayrhofen.at

For further Christmas events and links to contact details, visit our website [www.silent-night.com](http://www.silent-night.com).

Some events are only available in the Jubilee year or have another title in subsequent years.
Winter Adventures in Silent Night Country

A visit to the Silent Night towns combines well with adventure rich winter activities:

- **Horse-drawn sleigh rides**
  On a horse-drawn sleigh ride one glides gently and romantically through the snowy winter landscape.

- **Tobogganing and Chalet Romance**
  After a thrilling toboggan run, you can round off the evening relaxing with local delicacies in a rustic chalet.

- **Summit Experiences**
  In the land of Silent Night, everyone finds the mountain and the slope which suits them best. Countless kilometres of snowy slopes ensure maximum enjoyment while skiing.

- **Active in winter**
  Snow-shoe hiking, cross-country skiing, winter hiking, ice skating - there are countless ways to enjoy the winter.
CONTACTS

INCOMING PARTNERS
www.kulturtouristik.com
Wilhelm Prommegger
Hochthronstraße 15
5020 Salzburg
T +43 664 3667344
info@kulturtouristik.com

Further incoming partners can be found online at www.silent-night.com

SILENT NIGHT ASSOCIATION
Michael Neureiter
T+ 43 660 2412 200
info@stillenacht.at
www.stillenacht.at

For further expert and historical information on Silent Night.

TOURISM ASSOCIATIONS IN THE SILENT NIGHT TOWNS

SALZBURGERLAND

Tourismusverband Oberndorf
T +43 6272 4422
office@stillenacht-oberndorf.com
www.stillenacht-oberndorf.com

Tourismusverband Lamprechtshausen | Arnsdorf
T +43 6274 6334
office@stillenachtnachtsdorf.at
www.lamprechtshausen.net

Urlaubsregion Fuschlsee | Hintersee
T +43 6226 83 84
incoming@fuschlseeregion.com
www.fuschlsee.salzkammergut.at

Tourismus Salzburg GmbH | Stadt Salzburg
T +43 662 889870
marketing@salzburg.info
www.salzburg.info

Gästeservice Tennengau | Hallein
T +43 6245 70050
info@tennengau.com
www.tennengau.com

Wagrain-Kleinarl Tourismus
T +43 6413 8448
info@wagrain-kleinarl.at
www.wagrain-kleinarl.at
200 YEARS OF SILENT NIGHT

UPPER AUSTRIA

Tourismusverband Mariapfarr
T +43 6473 8766
mariapfarr@lungau.at
www.mariapfarr.at

Seelentium Wohlfühlregion
Oberes Innviertel | Hochburg-Ach
T +43 664 3946369
urlaub@seelentium.at
www.seelentium.at

TYROL

Tourismusverband Steyr
T +43 7252 53229 0
info@steyr.info
www.steyr.info

Erste Ferienregion im Zillertal | Fügen
T +43 5288 62262
info@best-of-zillertal.at
www.best-of-zillertal.at

Achensee Tourismus
T +43 5246 5300 0
info@achensee.com
www.achensee.com

Tourismusverband Mayrhofen | Hippach / Laimach
T +43 5285 6760
info@mayrhofen.at
www.mayrhofen.at

Zillertal Tourismus GmbH
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myWÖHNFÜHLEN

myAustrian bietet mir Service mit ansteckendem Charme. Denn der macht die österreichische Gastfreundschaft zu dem, was sie ist.