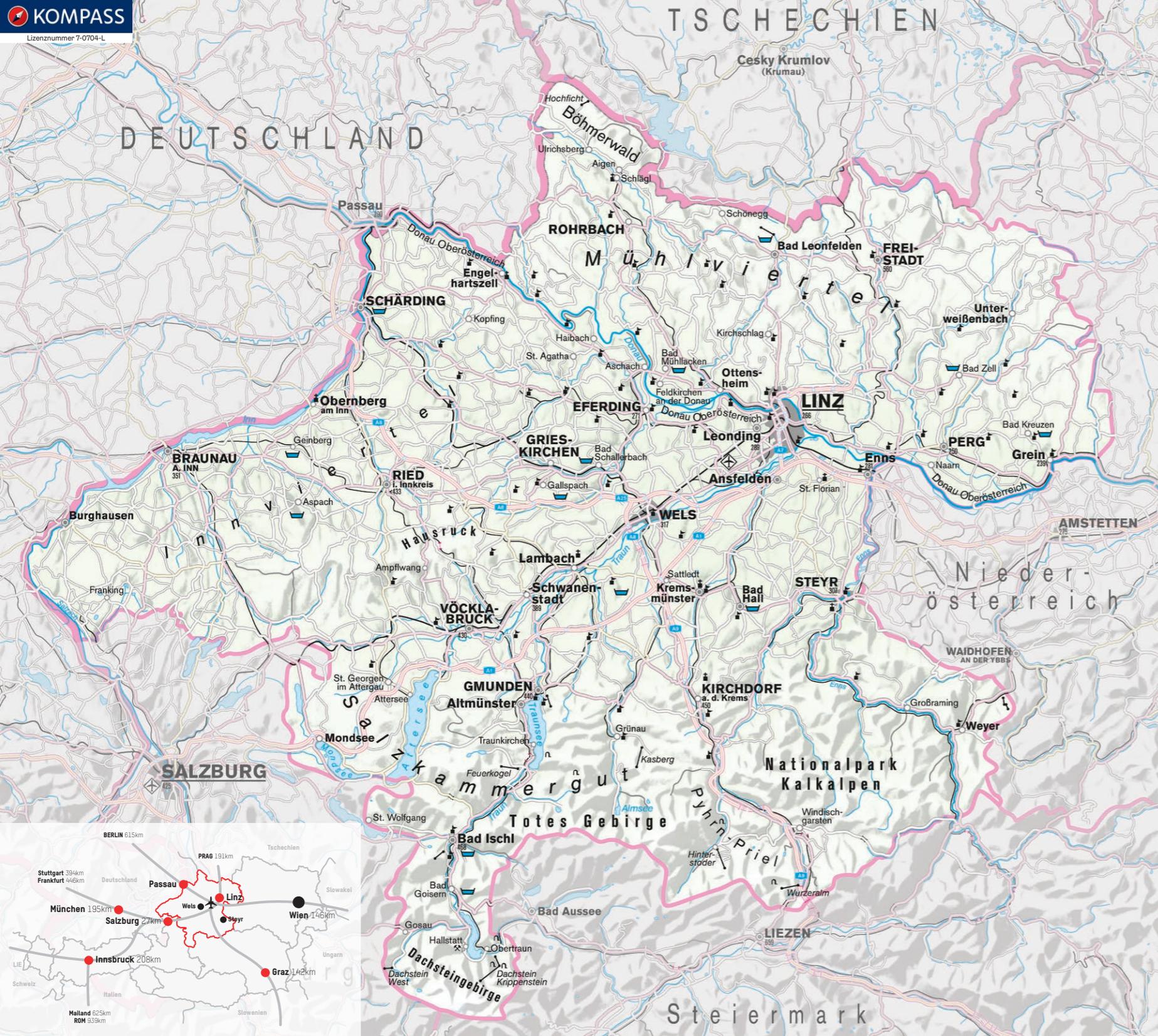




Real Moments.

Incredibly
eventful,

upperaustria.at



Meet Upper Austria. Lying before you is a land that is the source of many inspiring moments thanks to its incredibly varied landscapes. A melting pot of culture, constantly bubbling with new developments. A land exuding joie de vivre which has a surprisingly authentic and invigorating effect. A land rich in mountains, lakes and forests; from the Salzkammergut, the land of the summer retreat, the gently rolling hills of the Mühlviertel region and the dynamic port city of Linz situated on the Danube to the alpine Pyhrn-Priel region. Our guests describe us as „gmiatlich“* and appreciate our sense of family, not to mention our excellent local cuisine. Upper Austria is a real show-stopper from every angle – perhaps that’s why it has been the setting for films and TV series such as „Schlosshotel Orth“ and „Im Weißen Rössl am Wolfgangsee“.

* gmiatlich= cosy, comfortable and welcoming



Guiding and inspiring.

Plan your excursions down to the last detail and discover the furthest reaches of Upper Austria. Use maps.oberoesterreich.at or the app „Oberösterreich Reiseführer“.



Discover unforgettable scenes of adventure.



Did you know that...

... the world's oldest salt mine still in operation is located in Hallstatt?

... „Linzer Torte“ (classic Austrian torte) is the oldest fancy cake recipe in the world?

...Emperor Franz Joseph spent his summer retreats in Bad Ischl over more than 60 years?

...a blacksmith in Molln makes the armour for the Swiss Guard at the Vatican?



Mühlviertel.

Precious space for fresh ideas.



Lush green meadows, mystical forests and gentle hills – the „Granithochland“ of the Mühlviertel region in the north of the country is the perfect invitation to stretch your legs and exercise your mind. Refreshingly different, with down-to-earth people who build their „Steinbloßhäuser“ stone farmhouses out of granite and whose strong will and determination is forever shaping new things.



Linz.

Currently anchored in the future.



Linz is a place of transformation. It is evolving; and its visitors evolve with it. The former steel town is a pulsing cultural institute today and a city that's all the rage. Progress is always on the agenda here. As an UNESCO City of Media Arts, Linz is an international hub of creativity. A city whose open-mindedness and dynamism is tangible wherever you go.



Danube Upper Austria.

Moving bends and stirring outlooks.



Go with the flow along the Danube, and discover that the most beautiful way to get from A to B is to follow the curve. Try cycling on the Danube Cycle Trail or hiking on the Danube Trail and you'll see what we mean. Enjoy the legendary view points, such as the Schlägener Schlinge oxbow, and delight in the charming spots and sophisticated cultural experiences that line the route of this great river.



Pyhrn-Priel.

One of the Alps' most beautiful outdoor fitness centres.



Sometimes tranquil and contemplative, sometimes wild and rocky, just like you: the mountains of the Pyhrn-Priel region. Whether on a breathtaking mountain bike tour, on a guided hike in the Kalkalpen National Park or embarking on the labyrinthine paths of the „Wildererweg“, one thought and two words will follow you all the way home: incredibly powerful.



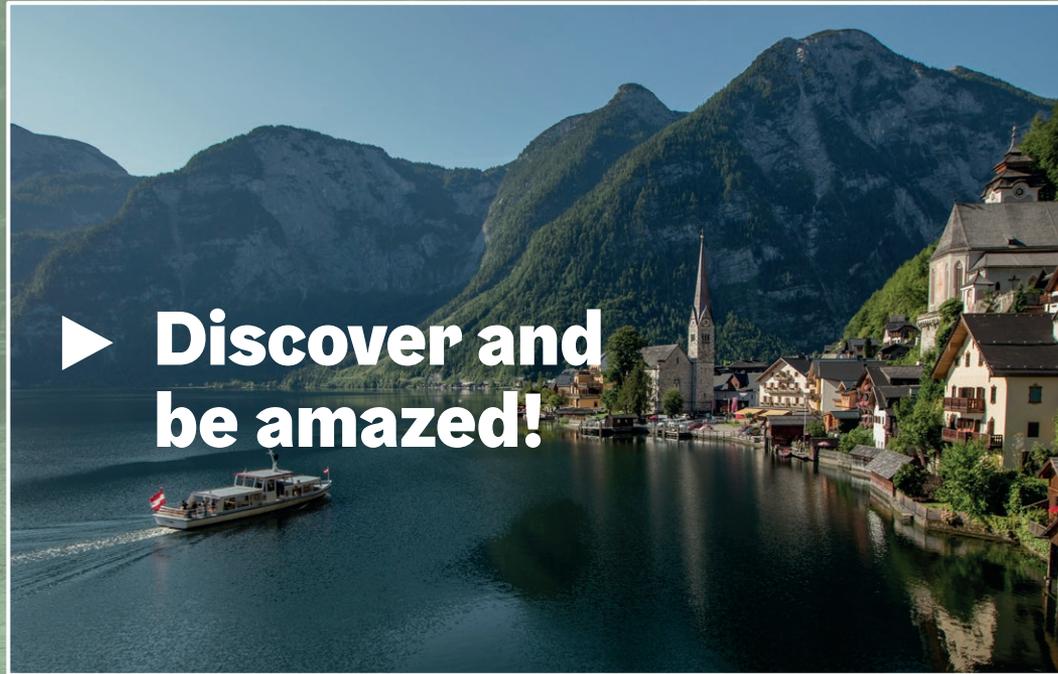
Salzkammergut.

Summer freshness rediscovered.



Imposing mountains and stunning lakes, world-famous villages such as the UNESCO World Heritage site of Hallstatt, the charming imperial town of Bad Ischl or St. Wolfgang on the banks of the Wolfgangsee: all are the perfect invitation to rediscover the meaning of a summer retreat. Dive in and start living, right here and now. You'll soon be rubbing shoulders with the grandeur of past times.

Upper Austria, a journey into the heart.



▶ **Discover and
be amazed!**

Embark on a breathtaking journey of discovery through Upper Austria with British video artist Geoff Tompkinson.

upperaustria.at/movie



Cultural tip:
Incredibly
Contemporary.



Hallstatt shaped an entire era in the early period of our human history. Even today, you can still see and feel the ripples of its influence.



Linz is way ahead of the times with the Futurelab at the AEC, holding the whole world in astonishment.

In Upper Austria, everything has its day. At the right time and in real time. And this is something you'll see repeatedly, every single day.

Rediscover
what's real and
extraordinary,
day after day.



Vitality that goes more than skin deep.

Revitalise the body and refresh the soul – Upper Austria's thermal baths and wide variety of spas provide restorative treatments for all sorts of individual requirements: from the brine of the Salzkammergut region to the radon of the Mühlviertel. We recommend a wonderful short break for two at the EurothermenResorts or at the exclusive Geinberg5 Geinberg5 Private Spa Villas. Pure luxury.

Stellar Beers



The Mühlviertel, Austria's largest hop-growing area, is home to the common hop – the top ingredient for full-bodied beer. Our long tradition of brewing has produced dozens of private breweries and a trendy craft beer scene in Upper Austria, particularly in the Mühlviertel and Innviertel regions. These breweries are honoured with annual awards – and guests are rewarded with the sophisticated notes of finely crafted ‚hop juice‘.

Energising Spots



Pilgrims and hikers can experience powerful, moving moments, for example on the „Johannesweg“, alpine hiking or on the first long-distance hiking trail in the Salzkammergut, the „BergeSeen Trail“. All these spots share one thing in common: the chance to breathe in. To breathe out. To reconnect with your own power. And after climbing to such heights, the crystalline waters of the surrounding lakes are often a welcome sight for cooling off. Panoramic tip: the vista from the „5fingers“ platform at Dachstein spectacular.

Plain Sailing



Whether you take a luxury cruise on the Danube or hop on the swift bike ferry to the opposite bank; whether you rediscover summer freshness on a boat trip on a Salzkammergut lake or explore the fascinating river landscapes as you paddle the wild waters – a trip on the water inspires the senses.

Be inspired by meaningful moments of great delight.

All-round Delights



Traditional cooking is highly valued in Upper Austria, and young, creative chefs and innovative gastronomers are constantly coming up with surprising and delicious reinterpretations. Our cuisine is regional and down-to-earth, yet also draws from international inspiration and is presented in perfect sophistication. A must on the menu is the „Knödel“ (dumpling), perhaps filled with light and creamy fish, or spicy minced meat, or sweet apricot.

Freshly Caught Indulgence



Our lakes and rivers are blessed with high quality drinking water – the fish are pretty pleased about that too. Whether char from Salzkammergut lakes, crayfish from the River Traun or trout from the Aist, we love our fish freshly prepared. Or smoked, in the form of „Steckerlfisch“ (fish grilled on a stick), best enjoyed on the banks on the Danube.

Setting the Tone

With a rich collection of classical concerts and other, more unusual sounds, Upper Austria offers a colourful music and festival scene. From „Woodstock der Blasmusik“ to „Klassik am Dom“ or the international „Brucknerfest“, music stars from all over the world shine brightly. The backdrops for concerts at Burg Clam. Guests travel from far and wide to attend, just as they do for the international Ars Electronica Festival, a platform for digital art and media culture.

Cultural Greats

World-renowned writers and musicians from Adalbert Stifter, Anton Bruckner, Richard Tauber, Marlen Haushofer, Hubert von Goisern to Parov Stelar have left an indelible mark on our culture. So too have the „Innviertler Gstanzlsingen“ (Gstanzl is an Austrian folk song) and the „Paschen“ (rhythmic clapping) in the Salzkammergut.



Innovative Exchange of Ideas



Upper Austria is an economic powerhouse and a dynamic region that combines modernity with the future. A land full of innovative minds, deeply connected to the region, who are always one step ahead. That's why Upper Austria is considered an attractive venue for company conferences, seminars and international congresses.

Emperor's Summer Residence



Bad Ischl, once a popular summer residence for Empress Elisabeth and Emperor Franz Joseph, continues to radiate incomparable charm. Just think of the Kaiservilla, the splendid park surrounding it, and the Empress' tea house. Or indeed the imperial glamour of the building façades. The historical town is steeped in exciting stories just waiting to be discovered... As is a slice of the famed „Zaunerstollen“ (nougat confection) at Café an der Esplanade.



Winter is Coming

Winter can be mild or it can be biting. In any case, Upper Austria is well-equipped for unadulterated winter fun. Skiing regions from Dachstein in the south to Hochficht in the north awaken exciting moments in fresh powder snow – whether for families and beginners, sporty ski enthusiasts or passionate freeriders. Revel in a winter holiday at the location that suits you best.

An Enticing Christmas



Infused with the aroma of delicious goodies and brimming with authentic handicrafts, Christmas markets have carved a distinct place in the most peaceful time of year. Our traditions and customs are deeply rooted, accompanying us throughout Christmas and the New Year. From the „Glöcklerlauf“ (bell walks) to the „Waldweihnacht“ (forest Christmas); from the „Schlösser Advent“ (Christmas at Lake Traunsee) to the „Steyrer Christkindl“ (Steyr Christmas market) or the „Kerzenziehen“ (candle making) in Linz. Tip: Try the „Lebkuchen“ (gingerbread) at the Wolfgangseer Advent.

Winter Wonderland



Whether gliding through the snow landscape by horse-drawn carriage, stamping uphill on snowshoes to savour marvellous views at the top or reverting to childhood joys on the toboggan, part of the enjoyment is stopping for a snack at one of the mountain huts!

Tip: Find your inner child and get your plastic bag ready. Then, take a seat and take the fast track down the next snow face.

True Handicraft



They still exist: handcrafted objects of outstanding quality. Whether crafted according to patterns passed down through generations or a wholly new design, master craftsmen produce the most extraordinary creations, such as linen and „Blau-druck“ (blue printing) in the Mühlviertel. The Salzkammergut too is well-known for its authentic and stylish creations: „Lederhose“, „Dirndl“, „Goiserer Schuhe“ and „Gmundner Keramik“ are the best examples of Upper Austrian handicraft.



Style on the River Inn.

Even as far back as the Middle Ages, Schärding was a vibrant trading town for fine goods. The late Baroque building façades, known as the „Silberzeile“, bear witness to the wealth of the merchant families.



Tip: Mural Harbor, Urban Cultural Harbour.

Impressive works of graffiti by international artists at Linz Harbour. The harbour gallery – the Mural Harbor – is best visited by boat – or the Graffiti Workshop with an artist in residence.



All About the Kids

Upper Austria offers its youngest guests plenty of surprises: leaping into cool waters. Sleeping at the Ikuna Naturresort or among the tree tops of the Baumkronenweg. Listening to spine-tingling legends about the Danube and gruesome stories about mountain kingdoms. Grilling „Würstel“ (sausage) at the campfire. Sliding down the adventure slides at the Aquapulco outdoor pool. Getting an adrenaline rush on the high ropes course. Playing with the future at the Ars Electronica Center. Petting animals at the farm. And so much more.

Get into Gear



The landscapes are as varied as the ways by which to explore them: trekking bike, racing bike, mountain bike or by utilising a little extra muscle provided by an e-bike. More than 2,100 kilometres of cycling routes take you to inspiring spots, cultural gems and wonderful views. Tip: Take a ride through history on the Römerradweg (Roman Cycle Trail) – to the sites and legacies of Roman times and to the forerunner of the 2018 National Exhibition „The Return of the Legion – Roman Heritage in Upper Austria“.

All-terrain Adventure



3,000 km of mountain bike trails in the Salzkammergut, Mühlviertel and Pyhrn-Priel regions certainly need strong calves. The renowned Dachstein-Runde rewards cyclists with magnificent views, while the „Transnationalpark Tour“ lays claim to a verdant wilderness at the Kalkalpen National Park and Gesäuse National Park. Dotted along the way are traditional mountain alps and huts.

„The best things are not always found in books, but in nature; it’s just that people often don’t have the eyes to see them.“

Adalbert Stifter,
Upper Austrian writer

Wild, Romantic, Simply Superb



Leaving nature in peace allows it to reveal its most stunning secrets. This is also the case for Austria’s largest forest reserve. Whether you are out and about on foot or seated atop a mountain bike, the views and landscapes to be explored are simply out of this world. Left to itself, nature truly does flourish. The result is a unique variety of flora with thousands of different flowering plants.



Small, historical and innovative.

Enjoying a picturesque location at the confluence of the Enns and Steyr, and the historical town of Steyr at the National Park, has many faces. It may boast monuments that stand testament to the Eisenstraße’s one thousand years of history, but it is also a modern economic hub, a conference venue and a starting point for excursions into nature.



Tip:
„Dreiklang der Gärten“

At the horticultural show in Kremsmünster, splendid gardens invite you to explore delightful compositions that inspire the senses: discover, smell, taste.

Incredibly surprising,

10 unmissable experiences in Upper Austria.

Of course, this list can be extended at any time with your own personal tips and suggestions. After all, this is far from everything that Upper Austria has to offer when it comes to extraordinary moments.

03
Feel at home with every step:

Ladies can dress up like a local by renting a „Dirndl To Go“ for their day out in Hallstatt. Male visitors will love a genuine pair of Goiserer walking boots.

04
Go shopping in peace:

Shopping without constantly checking your watch, enjoying a leisurely cup of coffee at an outdoor cafe and listening to the street musicians as you stroll: all in the shopping town of Wels.

01
Be the first:

The early bird gets to leave his or her tracks on untouched snow on the World Cup slope at Hinterstoder.

02
Show your head for beer:

Visit the hop farmers in St. Martin im Mühlkreis and the Braucommune brewery in Freistadt, sample what's on offer at The Beer Buddies or take some advice from world champion beer sommelier Karl Schiffner.

05
Be a (nature) actor for a day:

Take a look behind the scenes of nature as a spirit on the moor, a treasure seeker or a hunter in the urban jungle.

09
Immerse yourself in festival fun:

Watch independent films at the Crossing Europe Festival or get to know different aspects of life, culture and extreme sport at the Bubble Days event in Linz.

06
Strike up a Christmas carol in the summer:

Perhaps the best-known Christmas carol „Silent Night“ comes from the pen of Upper Austrian composer Franz Xaver Gruber. Of course, it sounds all the nicer at Christmas.

08
Enjoy „Knödel“ in all its variations:

Visit one of the countless taverns and restaurants or go to genussland.at, which is bursting with dumpling recipes.

07
Let somebody else take the wheels:

Or maybe you'd prefer to do it yourself. Be a spectator at the 20th Salzkammergut Trophy in July or take to the saddle yourself.

10
Lake Sunset:

Watch the wakeboarders and their daredevil jumps as you relax and enjoy the beach atmosphere until the last rays of sun fall beyond the horizon. That's what we call switching off at the Feldkirchen lakes, close to the Danube.



#uppermoments

The most beautiful moments are the ones we share.

Be part of our worldwide community by sharing your most stunning and fascinating moments and experiences in Upper Austria on Instagram. Simply set up an account and upload your photos with the hashtag #uppermoments.

These are the moments of wonder that will stay with you for a long time to come.

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Contact.

More information and fascinating
facts are just a phone call away:
+43 732 22 10 22

Or a couple of clicks:
upperaustria.at
info@upperaustria.at

