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**FOR?
Real!**

**Your Upper Austria
holiday guide with map.**



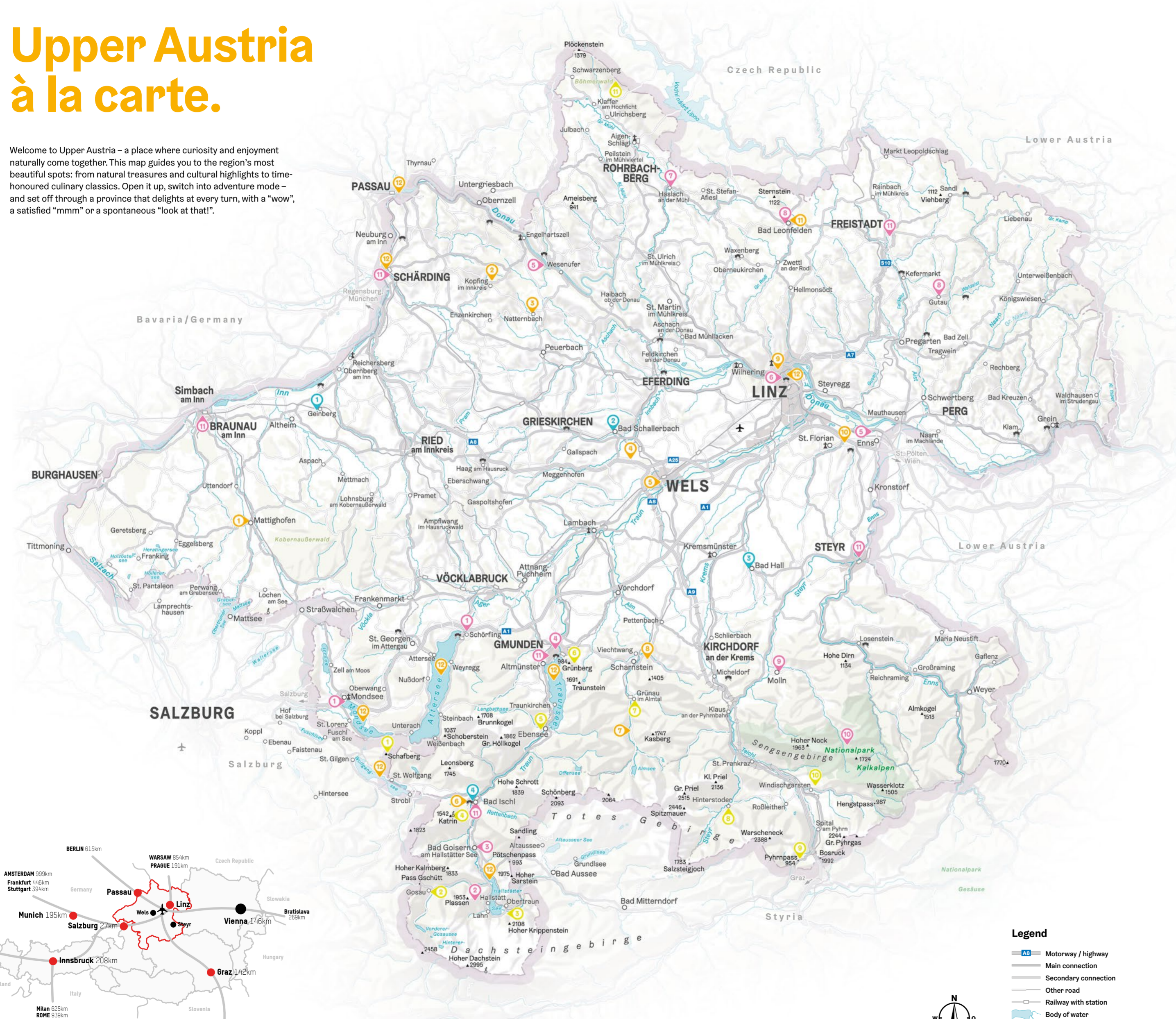
**FOR
Real**

Yes – that sense of amazement when you stumble upon something far more genuine, more beautiful and more alive than expected. That's exactly what Upper Austria offers. It has a way of surprising you and staying with you. Here, lakes are so clear they mirror the sky above. Mountains and forests are so quiet you become aware of your own heartbeat. Cities reveal both the present and what lies ahead. Rolling hills open up new perspectives while inviting you to be active with sporting challenges. And along the Danube floodplains, pleasure and the river go hand in hand. The people are so open that brief encounters often turn into stories – shared with a smile and a friendly 'Griaß di', the region's warm local greeting. Upper Austria is not about grand gestures. It's about authenticity. About days that smell of summer and taste of adventure. About paths walked together and moments that stay long after. Being present. Enjoying things as they truly are. Surrounded by people who get involved, take the time to listen, share generously and make you feel welcome.

Upper Austria à la carte.



Welcome to Upper Austria – a place where curiosity and enjoyment naturally come together. This map guides you to the region's most beautiful spots: from natural treasures and cultural highlights to time-honoured culinary classics. Open it up, switch into adventure mode – and set off through a province that delights at every turn, with a “wow”, a satisfied “mmm” or a spontaneous “look at that!”.



- UNESCO World Heritage & cultural discoveries**
- 1 Prehistoric pile dwellings in Attersee and Mondsee
 - 2 Hallstatt-Dachstein/Salzkammergut cultural landscape including Salzwelten salt mines
 - 3 Hand.Werk.Haus Salzkammergut
 - 4 Gmundner Keramik
 - 5 Donaumes in Oberranna, Schlägen, Linz and Enns
 - 6 Linz - City of Media Arts: AEC, Musiktheater, Brucknerhaus, voest alpine Stahlwelt and much more
 - 7 Textiles Zentrum Haslach
 - 8 Blue-dye printing (Blaudruckerei Wagner, Färbemuseum Gutau)
 - 9 Maultrommel-Manufaktur Molln
 - 10 Beech Forests Kalkalpen National Park
 - 11 Small historic towns: Bad Ischl, Schärding, Freistadt, Gmunden, Braunau, Steyr

- Top excursion destinations**
- 1 KTM Motohall
 - 2 WaldEntdeckerWelt Kopfung
 - 3 IKUNA Naturerresort & Adventure Park
 - 4 Zoo und Aquazoo Schmiding
 - 5 Welios Science Center Wels
 - 6 Kaiservilla Bad Ischl
 - 7 Wildpark Cumberland
 - 8 Grüne Erde Welt
 - 9 Pöstlingberg Adventure World
 - 10 Paneum Asten
 - 11 Kastner Lebzelterei
 - 12 Boat trips on Traunsee, Attersee, Wolfgangsee, Hallstättersee, Mondsee, Donau and Inn

- Ski resorts and mountain experiences**
- 1 Schafberg
 - 2 Dachstein West
 - 3 Dachstein Krippenstein
 - 4 Katrin
 - 5 Feuerkogel
 - 6 Grünberg
 - 7 Kasberg
 - 8 Hinterstoder
 - 9 Wurzeralm
 - 10 Wurbauerkogel
 - 11 Hochficht

- Thermal spas**
- 1 Spa Resort Therme Geinberg
 - 2 EurothermenResort Bad Schallerbach
 - 3 EurothermenResort Bad Hall
 - 4 EurothermenResort Bad Ischl

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Legend

- Motorway / highway
- Main connection
- Secondary connection
- Other road
- Railway with station
- Body of water
- National park
- Castle / fortress
- Abbey / monastery

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Unexpectedly diverse.



Up high.

Walk. Simply walk. Without rushing, sometimes with no destination at all – step by step, guided by instinct rather than a plan. Walking lets you experience a place with all your senses. And Upper Austria is made for it: expansive, quiet and rich in breathtaking views. Take the 'Salzkammergut Berge.Seen Trail', for example, which winds past 35 lakes over 350 kilometres. Or follow the 'Salt Trail', retracing the historic salt trade route to Bohemia.

Those drawn to raw, untamed landscapes can set out on the Luchs Trail, which links two national parks with a wilderness area. Climbing enthusiasts head for the rock faces of the Ennstal valley or tackle Austria's longest via ferrata, leading up to the Großer Priel. There are also paths shaped by reflection and faith: the spiritual path of mindfulness, the Benediktweg from monastery to monastery, and the Sebal-dusweg. Lush alpine pastures in the Pyhrn-Priel region, forested slopes along the Donausteig, dramatic rock formations in the UNESCO World Heritage region of Dachstein Salzkammergut and peaceful pilgrimage routes through the Mühlviertel region come together to make the entire region a joy to explore on foot.



Mountain experiences, all year round.

The mountains of Upper Austria are as varied as the people who cherish them. Here, alpine strength meets quiet nature and genuine hospitality. Whether you're seeking sporting challenges, relaxed enjoyment or family-friendly adventures, everyone finds their own mountain moment. At Dachstein Krippenstein, freedom is something you can truly feel: a meeting place for freeriders and explorers, where history and raw nature intertwine. In Hinterstoder, sporting ambition and tradition go hand in hand, with experienced skiers following World Cup tracks.

Wurzeralm, Feuerkogel and Hochficht are the family mountains: easy to navigate, warmly welcoming, with cosy huts and perfectly prepared Kaiserschmarren. At Kasberg, winter feels close to nature and refreshingly unhurried – ideal for beginners and those who prefer a slower pace. Dachstein West, the country's largest ski area, impresses with spectacular scenery and endless variety for visitors of all ages. And that's not all: cross-country skiing, tobogganing, snowshoeing, ski touring, ice skating, horse-drawn sleigh rides, riding, soaking up the winter sun and simply switching off. In short: a true winter wonderland.



Hungry for authenticity.

One of the most revealing ways to get to know a place is through its food and its cellars. All the better that Upper Austria is something of a gourmet's haven, generously supplied with the riches of its natural surroundings. Fresh vegetables are harvested in the Eferding Basin; apples, pears and cherries ripen across the rolling fruit-growing hills; and hops and flax flourish in the Mühlviertel region. Fish and salt define the Salzkammergut. The most authentic way to experience Upper Austria's culinary character is right where it originates – at farm shops, markets and artisan producers. What producers craft with care finds its way onto the table in traditional taverns and award-winning kitchens, becoming memorable culinary moments: dumplings in countless variations, slow-roasted meats, liver dumplings or char-grilled fish – paired with cider, beer or finely distilled homemade schnapps.

A new generation of top chefs adds fresh momentum to Upper Austria's culinary landscape, introducing innovative concepts rooted in tradition. Festivals such as the FELIX Wirtshausfestival, Tavolata and Mühlviertler Hoch.Genuss celebrate what defines the region: honest flavours, heartfelt hospitality and a generous pinch of joie de vivre.



Culture it's all of us!

Upper Austria reveals its cultural strength in many layers: a land of musicians and writers, of historical awareness and forward thinking, of high achievers and devoted culture lovers. Anton Bruckner and Adalbert Stifter shaped its legacy – and today, artists such as Christina Stürmer, Parov Stelar, Folkshilfe, Bilderbuch and Hubert von Goisern continue that creative lineage. The list could go on, but what matters just as much is what has grown from it. Linz, for instance, as a UNESCO City of Media Arts, with the Ars Electronica Festival and its Klangwolke, the Brucknerhaus and the Musiktheater. Or major events such as Klassik am Dom, the Salzkammergut Festwochen, the Woodstock of Brass Music, the Steyr Music Festival and the Donaufestwochen. And the legendary open-air concerts at Burg Clam, where international stars like Sting, Bryan Adams and Zucchero turn music into a shared regional experience. Upper Austria thrives on a fascinating balance: cosmopolitan, creative and future-oriented, yet at the same time deeply rooted and refreshingly grounded. In Bad Ischl, Hallstatt, Schöckl and Steyr, in castles, manor houses and former industrial halls, history is not preserved behind glass, but lived and felt authentically. A new generation of creatives is carrying traditions forward: blue-dye printing and linen weaving in the Mühlviertel region, Goiserer shoes, traditional costumes and hats, Gmundner ceramics and Plätten boats in the Salzkammergut. Craftsmanship is more than a skill here – it is identity, passed down through generations and recognised as UNESCO cultural heritage.



By the water.

Lake it easy! Other places have oceans – Upper Austria has lakes and rivers. And they are every bit as good as the big blue. You can set sail, surf or simply pause to take it all in. These waters invite you to slow down, breathe deeply and slip into a different rhythm. With more than 60 lakes, Upper Austria becomes a place of summer escape: feet in the water, thoughts and mind wonderfully light.

In the Alpine regions, rivers reveal their wild, untamed character while rafting or canyoning. Surfers, kitesurfers and sailors follow the wind across the sparkling lakes of the Salzkammergut. Those who prefer stillness and depth find it while diving in Attersee. And for the truly adventurous, there's the 'RiverWave' in Ebensee, Europe's largest artificial surf wave, rideable all year round.

Steady on your bike.

The most beautiful connection between A and B is a curve – nowhere more tangible than along the Danube Cycle Path between Passau and Grein, with a natural pause in Linz along the way. With the river constantly in view, cycling feels almost effortless, carrying you past unspoiled landscapes and spectacular viewpoints such as the Schlägener Schlinge, where the Danube loops into a dramatic double bend. To the north, the granite hills of the Mühlviertel await, offering demanding terrain for road cyclists and gravel riders alike. Those with a taste for speed set off from Wels, the region's road-cycling stronghold, with panoramic routes through the Alpine foothills.

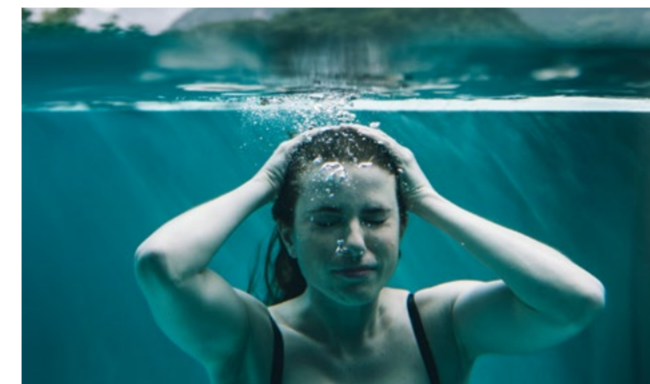
In the Salzkammergut region, cycling becomes pure bike bliss. A dense network of trails excites mountain bikers of every level, while the Salzkammergut Trophy has earned its reputation as a legendary endurance challenge. In Kalkalpen National Park, riders often find themselves alone with the forest and the trail, whether on the Trans-Nationalpark route or the cross-border Sebalduß tours. In 360° Alpenland, it's all about 'bike and hike': leave the bike behind and continue on foot to the summit. The Discovery Cycle Tour through the Quellviertel area opens up routes towards Salzburg and Bavaria, with options ranging from lakeside rides to sweeping panoramic loops. Upper Austria offers everything from community rides to culinary cycling experiences.



Health and wellness.

When aches and pains begin to make themselves felt, there are two choices: push on regardless (not recommended) or slow down and reset (better). In Upper Austria, stepping out of the everyday rat race comes naturally. Here, experienced professionals are ready to get both body and mind back on track, whether through relaxing thermal spa treatments, post-holiday fasting programmes or therapies designed to improve mobility and ease tension. Across four thermal spa resorts and more than 60 specialised health hotels, guests are cared for by experts dedicated to long-term wellbeing.

Upper Austria's natural healing resources include springs rich in iodine, salt water, sulphur and radon. Their benefits unfold where time-honoured knowledge meets modern medicine, combining centuries-old traditions with contemporary medical expertise. This unique blend can be experienced at the EurothermenResorts in Bad Schallerbach, Bad Ischl and Bad Hall, at the Spa Resort Geinberg, and throughout the region, where health hotels focus on making life not just easier, but healthier and more sustainable in the long run.



Family moments.

Travelling with children means travelling at a different pace – slower, more attentive and filled with curiosity. Upper Austria is made for exactly that kind of journey. Between the Danube and the Dachstein, the Salzkammergut and the Mühlviertel regions, a landscape unfolds rich in stories: days spent by the water or deep in the forest, encounters with animals, summits to conquer and small wonders waiting along the way. Venture deep into the Hallstatt salt mine, climb high onto the Baumwipfelpfad Grünberg or the treetop walks in the WaldEntdeckerWelt Kopfing, or immerse yourselves in the wild heart of Kalkalpen National Park. A particular highlight is the Aquapulco Pirate World in Bad Schallerbach, complete with pirate ship, slides, whitewater canyon and 5D cinema. Just as unique is the IKUNA Natureresort in Natternbach, an adventure park offering 90 activity stations across 200,000 square metres. For those seeking thrills, the Wurbauerkogel adventure mountain delivers plenty of action.

At Wildpark Cumberland in the Almtal valley, young animal enthusiasts can explore to their heart's content, set against an idyllic mountain backdrop. In Familiendorf Neustift, shared time becomes the very heart of the holiday – close to nature, relaxed and perfectly suited to little explorers. Families will also find unforgettable moments in the city: in Linz, visitors of all ages are drawn up to the Pöstlingberg, home to an adventure world with grotto railway, fairy-tale attractions and sweeping views. To complete the perfect holiday, there's a wide choice of accommodation – from hands-on adventure farms alive with animal sounds, to camping and glamping options, right through to exclusive family resorts.



Upper Austria
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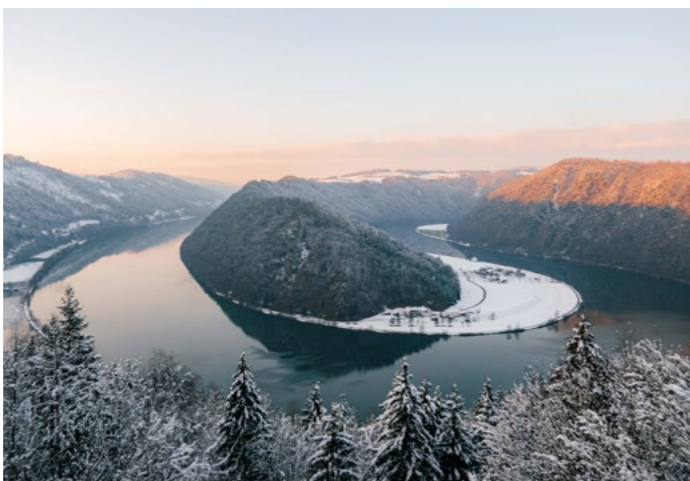


From “aha!” to “oho!”



Donauregion. Connecting and inspiring.

The Danube links countries, cultures and people, forming a living artery where nature and culture, movement and enjoyment intersect. You can experience this connection on long-distance walking routes such as the Donausteig, or in Upper Austria's first official hiking village in Bad Kreuzen. Follow the river along the UNESCO World Heritage-listed Donaulimes, or cycle the Danube Cycle Path, often called the original of all cycle routes. Highlights include the dramatic Schlögener Schlinge, baroque abbeys such as St. Florian and Wilhering, and historic towns including Schärding, Enns and Grein. Families, meanwhile, are drawn almost magically to places like the IKUNA Naturresort, the WaldEntdeckerWelt Kopfing, or the Familiendorf Neustift, where shared time takes centre stage.



Linz. Expect the unexpected.

Linz is so much more than its famous cake. It's a city where harbour-side graffiti meets bold architecture, home to a museum dedicated to the future and the Tabakfabrik, a creative hub where ideas take shape. And perhaps for exactly these reasons, Linz is best explored without a rigid plan. Those willing to shift perspective and let curiosity lead the way often discover far more than anticipated. Sometimes, streets turn into open-air galleries; at other times, the Danube riverbank becomes a dance floor. Because the most lasting memories are often made where you least expect them. Therefore: take a risk, visit Linz.



Wels. Warm and full of life.

Wels is deeply rooted in history, yet today presents itself as young, lively and forward-looking. Here, a touch of 'dolce vita' shapes everyday life, with shopping and culinary pleasures centred around the vibrant main square, lined with charming pubs, outdoor dining spots and newly created green spaces – not least in its role as host of the 2027 Landesgartenschau (State Garden Show). Located at the very heart of Upper Austria, the city serves as a natural starting point for impressive road cycling tours through the Alpine foothills, while also acting as an important economic driving force and a popular venue for conferences and trade fairs.

Salzkammergut. 365 days of pure joie de vivre

Crystal-clear lakes and majestic mountains set the scene for anyone who loves being active in the open air – whether hiking, cycling, swimming or embracing winter sports. The Salzkammergut demonstrates just how versatile leisure can be, and how demanding, too – not least thanks to the legendary Mountain Bike Trophy. Here, deep-rooted traditions meet a contemporary spirit; art and culture have shaped the region since the days of Bruckner, Mahler and Klimt, and today are reinterpreted through a lively calendar of festivals. And the cuisine? Freshly caught fish, fluffy Kaiserschmarren, Zauner Stollen – and, of course, salt in all its many forms.



360° Alpenland. Majestic and urban.

A unique blend of mountain passion, thermal spa indulgence and historic town charm awaits in the heart of Austria. Pyhrn-Priel captivates with majestic peaks, alpine pastures and living traditions. Bad Hall revitalises with its healing thermal springs. Kalkalpen National Park reveals vast, untouched forest wilderness, including UNESCO World Heritage-listed beech forests. Around Steyr, cultural heritage meets contemporary urban flair and cutting-edge technology – while in Christkindl, Advent becomes a truly special experience, thanks to its renowned Christmas post office.

Mühlviertel. When stillness turns into strength.

Granite beneath your feet, endless horizons ahead – the Mühlviertel region has a grounding effect. It creates space: for the mind, the body and a rhythm that feels naturally your own again. Nature here doesn't dress itself up as wellness. It simply does its work – through moorlands, radon and a silence you can genuinely hear. The region's top hotels understand this philosophy, too. Gravel and road cyclists find their challenge at Velorama Mühlviertel, where routes test endurance, surprise with their beauty and occasionally inspire a sense of humility. Those who arrive here sense craftsmanship that isn't manufactured, but carefully handed down: from traditional blue-dye printing to refined regional cuisine. In short: Mühlviertel delivers pure enjoyment.

Quellenviertel. Where energy bursts forth.

The western part of the region is full of vitality: from deep underground, some of Europe's hottest thermal springs rise to the surface, unfolding their soothing effects in Bad Schallerbach and Geinberg. For centuries, local breweries have refined their craft, while a rich bread-making tradition continues to thrive, driven by a new generation of passionate bakers. To truly experience the Quellenviertel area, cycle along the Inn river, seek out hidden paths, celebrate at the legendary Woodstock of brass music, or follow the moving footsteps of Franz Xaver Gruber, the composer of 'Silent Night, Holy Night'.



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