

Only in Salzburg

Undiscovered, unexpected, authentic, original

Centuries-old traditions, unique professions, culinary bestsellers, and international artworks: As if Salzburg didn't already have enough charisma as the home of Mozart and the Salzburg Festival, as the romantically beautiful UNESCO city with cosmopolitan flair nestled amid mountain landscapes, it also enchants with wow moments and its very own special features. Truly, things that only Salzburg can do!

From the very first glance, Salzburg shows you how unique it is: Only here was Mozart born, only here does the Salzburg Festival transform the cityscape into an elegant cultural Eldorado and only here can you sense the immense centuries-long impact of the prince-archbishops on the heart of the UNESCO-listed historic district. Sightseeing attractions, galleries and museums are located shoulder to shoulder within pleasant walking distance of gourmet mecas and traditional artisanal businesses. Beyond that, Salzburg possesses a long list of very special features, delectable morsels, and amusing details – and right now is the best time to discover them all!

Born, invented and rising to greatness in Salzburg

It is well-known that Wolfgang Amadeus Mozart was born in Salzburg. That was back in January 1756, though you can still stroll in his footsteps through his hometown to this very day. You can even taste him – in the form of the iconic *Mozartkugel*, invented in 1890 by Paul Fürst. This chocolate praline is the perfect dessert after a *Bosna*, a sausage prepared to perfection at the Balkan Grill, arguably the smallest food kiosk in Salzburg. This snack was reportedly invented in 1949. And since we are talking of inventions: At Jahn-Markl, Salzburg's leading *lederhosen* manufactory, a color was created especially for the Austrian emperor Franz Josef: *altschwarz* – literally “old black” – is a faux weathered and slightly faded form of black. Unquestionably unique and remarkable is the profession of “mountain cleaner”. Since the 17th century, these cleaners have been maintaining the Salzburg city mountains, guaranteeing the safety of residents and visitors alike. As they go about their perilous work on the Kapuzinerberg, they might even come face-to-face with one of the city's chamois, an urban colony that made itself at home in the city of Mozart many years ago.

Further information and press texts about:

- Salzburg's sweet originals: the Mozartkugel and Salzburger Nockerl
- Coffeehouse culture: Café Tomaselli - the oldest continuously operated coffeehouse in Austria
- The City of Mozart
- Salzburg's Mountain Cleaners
- Salzburg's literary and musical icons: Thomas Bernhard, Stefan Zweig, Georg Trakl, Herbert von Karajan, Joseph Mohr
- Tradition and quality (such as “altschwarz”)

Summertime flair like nowhere else

Proudly rooted, at least to a degree, in local culture, the small city of Salzburg is transformed into an elegant music metropolis during the summer months. The Salzburg Festival isn't only

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the only festival to unite opera, theater and concerts – it also casts a net of culture, red carpet glamour and extravagance across the entire city. The artists themselves value the intimacy of the city and the exceptional reputation of the Festival, while visitors enjoy the mixture of formal eveningwear and light summer dresses, which intermingle by happenstance along the lanes of the historic district. But in addition to being stellar, the summer festivities are also very much accessible to everyone, with offers that include Siemens>Fest>Spiel>Nächte inviting the public to enjoy current and beloved Festival productions for free in an open-air setting. Families will greatly enjoy a ride on Austria's only amphibious bus or a visit to the Trick Fountains hidden away amid the 400-year-old gardens of Hellbrunn Palace. Whenever the city center is overly bustling with countless visitors eager to soak up the summery atmosphere of Salzburg, Hangar-7 – a Red Bull landmark – and a ride to the top of the Untersberg (elev. 1853 m) are both appealing excursion destinations – easy to reach, just beyond the gates of the UNESCO World Heritage City. Modern masterpieces, together with the harmony between contemporary art and Baroque streets and squares, are cast in a perfect spotlight by the unmatched “Walk of Modern Art”, which brings together internationally acclaimed artists such as Erwin Wurm, Anselm Kiefer and Marina Abramovic, as well as some 50 galleries.

Further information and press texts about:

- The Salzburg Festival and SIEMENS Fest>Spiel>Nächte
- The palace and trick fountains of Hellbrunn
- The amphibious bus
- Tradition and quality (e.g. the weekly “Schranne” market)
- Creative Salzburg with galleries, the “Walk of Modern Art” and Hangar-7

Salzburg superlatives – only found here

When you consider its relatively small size, Salzburg boasts an impressive collection of originals and top brands. For example, in neighboring Elixhausen you will discover the oldest family hospitality business in Austria. Astonishingly, 23 generations of the Gmachi family have run the “Elixhauser Wirt”! The Marionette Theater, which opened in 1913, was added to the UNESCO Intangible Cultural Heritage List due to its unique concept. Furthermore, Salzburg boasts a number of titles: With 11 breweries, it is Austria's Beer Capital and, as the Folkwear Capital, it is home to the greatest concentration of folk-fashion producers and retail outlets in the country. The St. Peter Stiftskulinarium goes back to the year 803, which makes it, not only the oldest restaurant in Austria, but also the oldest in Central Europe. Meanwhile, those in search of culinary uniqueness will find, in addition to the Mozartkugel, the caviar from albino sturgeon farmed by Walter Gröll in Grödig.

Further information and press texts about:

- Salzburg Beer Culture
- Dress Code: Folk Costume
- The Almkanal
- The Salzburg Marionette Theater
- St. Peter Stiftskulinarium (est. 803)
- Salzburg City of Churches (incl. Sacred Stairway in St. Cajetan's Church)

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Tip: Salzburg City Hikes - Whereas other cities have walking routes that merely serve to interconnect the main attractions, that is not the primary focus of the Salzburg City Hikes. Far more, they lead away from the well-known routes, combining beautiful photo opportunities with unfamiliar nooks & crannies along with detailed background knowledge on a variety of themes including Beer Culture, Creativity, the Festival City and Mozart.

The Key to the City

The Salzburg Card is an all-inclusive pass that includes free admission to Salzburg's museums and sightseeing attractions, a free Salzach river cruise (Tour I), rides on the Festungsbahn funicular and Untersbergbahn lift, along with free use of public transportation. It also offers discounts on concerts as well as excursion destinations just outside the city. The Salzburg Card is available at hotels, ticket agencies and information points throughout Salzburg. You can also purchase it online at www.salzburg.info/salzburg-card.

Further Information:

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