

Summer Holidays - the Austrian Way

Meetings at the office followed by quick lunchbreaks, fueling your body with the latest superfoods. Then afterwork drinks with clients or back to the couch, binge-watching the latest Netflix show. For many of us, city life sometimes feels like a never-ending hamster wheel. But what if we told you that life didn't always have to be this way? In Austria, we like to do things a little different, our own way. And we invite you to discover and embrace our lifestyle in all its facets this summer.

Summer holidays the Austrian way mean taking a step back from the hustle and bustle of everyday life and fully immersing yourself in exciting adventures, authentic nature, and traditions. Swap business meetings for walks by the lake, public football screenings for breathtaking alpine panoramas, and Netflix sessions for a stroll through an art museum, marveling at masterpieces by world-famous painters. Tired of file sharing at the office? Try food sharing instead – we recommend a large portion of Kaiserschmarren, ideally enjoyed on the sun terrace of a cosy hut. Low on energy? Bin your chemical canned drink and have a glass of Austria's famous tap instead. And how about swapping business small talk for quality time together with your loved ones?

Experience Austria like the locals this year. From active outdoor activities to lazy days in the sun, relaxing city breaks – or a mix of all, no matter where your summer adventure takes you, Austria's regions will each enchant you with their unique vibe.

Let us show you what holidays “the Austrian way” could look like in our partner regions ...

Innsbruck – the Austrian Way

Tirol's capital – and Austria's fifth largest city – offers direct access to the mountains surrounding it, making it the perfect mix of city and nature break. Embrace the setting and enjoy the best of both worlds like the locals do.

- **Dive into the “alpine-urban” lifestyle:** Check out Innsbruck's most popular sights such as the [Golden Roof](#), then get whisked up the mountain right from the city centre for a hike, a bike ride, or a picnic with stunning views.
- **Get close with alpine animals:** [Innsbruck's Alpine Zoo](#) is home to more than 2,000 animals which you can typically find in the Alps. It is the only zoo in the world with this particular focus.
- **Join a food tour:** Tyroleans are proud of their traditional cuisine. Take a [4-hour-tour](#) through the city together with a foodie expert and sample through all the local delights.

St. Anton am Arlberg – the Austrian Way

St. Anton am Arlberg and its neighbouring villages are a hub for active travellers, couples, and families with kids in tow alike. Hiking, biking, mountain yoga, trail running, you name it, holidays the in St. Anton mean having it all of it at your doorstep!

- **Enjoy a fun day out in the Verwall Adventure Valley:** Go hiking, biking, cross a cable suspension bridge or challenge yourself to a ropes course in the midst of beautiful nature in this family-friendly [recreational area](#).
- **Master your yoga skills:** Beginner or expert yogi, St. Anton's has the right session for you. Start your day with a morning practice or try out different styles. The annual highlight is the [Mountain Yoga Festival](#) (31 August – 3 September).

- **Head on a torch-lit hike:** Experience the Arlberg region on a romantic guided night walk. The [tours](#) are included in the St. Anton Summer Card.

St. Johann in Tirol – the Austrian Way

St. Johann in Tirol ticks all the boxes for a family-friendly mountain getaway during the summer months. Leisurely hikes, summit climbs, mystical or foodie adventures, the choice is yours.

- **Climb the Kitzbüheler Horn:** Choose from two via ferrata routes (or take both!) at the [Kitzbüheler Horn](#) and enjoy breathtaking views over the surrounding mountains, including the Wilder Kaiser. There's also a practice route for beginners.
- **Hike the mystical Devil's Lane:** Legend has it the [Teufelsgasse](#) (Devil's Lane) was created by the evil spirit himself. Either way, the hike to the gorge near Kirchdorf is spectacular and the kids will love it, too.
- **Eat as many dumplings as you can:** Instead of Oktoberfest, St. Johann in Tirol celebrates its very own [Dumpling Festival](#) (23 September). Expect more than 26,000 dumplings, a 595-metre-long dumpling table and traditional live music.

Zell am See – Kaprun – the Austrian Way

Looking for mountains, lakes, and picture-perfect panoramas at your doorstep? Then, Zell am See – Kaprun might just be the perfect place. Enjoy an Austrian summer splitting your time between the lake, the mountains, and even icy glacier adventures.

- **Go for a hike, then cool off in the lake:** Mountain or water? In Zell am See, you have both at your fingertip. Hike or bike in the morning, then take a dip into the lake or rent a SUP or kayak for some more sporty fun.
- **Enjoy winter in the peak of summer:** Take the gondola up Kitzsteinhorn glacier and explore [Gipfelwelt 3000](#), including the [ICE ARENA](#), Salzburg's highest situated viewing platform (at 3,029 m), a restaurant and a cinema.
- **Spend a magic night at a gorge:** The Sigmund Thun Gorge is spectacular any day and time of the year but the [guided night walks](#) on Mondays (3 July – 4 September) come with torches and a campfire as a bonus.

Kitzbühel – the Austrian Way

Kitzbühel is a legendary winter destination – but it's equally worth visiting in the summer. After the piste fans have left, the locals are quick in swapping skis and boards for bikes and hiking boots. Follow their example and meet them at the foodie temples.

- **Hike the legendary Streif:** When winter is over, the most difficult downhill race course in the world turns into a [hiking trail](#) featuring all the key sections, including the famous "Mausefalle".
- **Make use of the local foodie scene:** Kitzbühel is a great place for everything food. From cosy mountain huts to traditional inns and award-winning gourmet restaurants, the town has it all. Eat at a [different place](#) every day!
- **Bike the Hahnenkamm:** This one is for cycling enthusiasts and adrenaline junkies: Test your skills (and nerves!) biking down one of the world's most famous downhill races. There are trail options for both beginners and pros.

Zillertal – the Austrian Way

Tirol's largest side valley invites you to enjoy a world full of natural wonders far away from the hamster wheel. Here, exciting outdoor adventures in a stunning setting are just as much part of everyday life as the beloved local traditions.

- **Explore the High Mountain Nature Park Zillertal Alps:** This beautiful [national park](#) spreads across 422 km² and is home to 85 glaciers and countless three-thousanders. Go for a hike and immerse yourself in your surroundings.
- **Take a tour through the eternal ice:** The [Hintertux glacier](#) is a playground for adventures – cool off from the heat at an ice cave (open all summer!), then take your kids to Europe's highest adventure playground.
- **Head on a different summit every day:** Take one out of ten summer cable cars up a different mountain every morning (included in the [Zillertal Activecard](#)) – the perfect place to relax and recharge your batteries.

Salzburg – the Austrian Way

Mozart's town, a beautiful UNESCO heritage site with a modern touch, offers everything culture and history buffs could wish for – and more. Enjoy it the Austrian way on a relaxed city trip, wandering the cobblestone streets and popping into local shops and theatres.

- **Watch a play at Salzburg Festival:** The whole city is a stage during the famous [festival](#) from 20 July to 31 August. Secure yourself a ticket to one of the popular theatres and concert halls and watch some performing arts on the streets before or afterwards.
- **Check out the many traditional shops:** Salzburg's master bakers, liqueur makers, weavers and tailors all continue [long-lived tradition](#) and are popular among locals and visitors alike. Most are found in and around Getreidegasse.
- **Explore the city and its surroundings on two wheels:** Salzburg is one of the [most cyclist-friendly cities](#) in Austria and part of a 180-km-long network of paths. Check out the most popular sights of Mozart's city from the saddle.

Graz – the Austrian Way

Austria's second largest town is a lively, modern place equally famous for its artsy vibe and foodie scene. Add the Mediterranean flair and relaxed joie de vivre and you might have just found your new favourite city trip destination.

- **Make the most of Austria's food capital:** Graz is widely considered to be THE [foodie hotspot](#) in Austria. You'll find restaurants using regional and seasonal products on every corner. Check out the farmers markets, too!
- **Sip a cocktail on the Murinsel:** The futuristic artificial [island](#) links the two parts of Graz otherwise separated by the Mur River. Stretch your legs and enjoy the city from the water, ideally with a cooling drink.
- **Marvel at the spectacular Kunsthaus:** Graz' [most popular art museum](#) looks like a mysterious blue balloon floating between the roofs of the historic city centre. While the architecture alone is stunning, the exhibitions are well worth a visit, too.

As always, we are happy to assist you in planning your research trip. Please get in touch at pressuk@austria.info.

Austrian National Tourist Office

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