

## Music tourism in Austria: From classic to rock and “Do-Re-Me”

Taylor Swift’s Eras Tour has created a massive spike in concert tourism, with fans crossing continents just to see her in flesh. In Austria, however, the phenomena of music tourism is everything but new. Known to be rich in culture, the most impressive the country has to offer might just be its long love affair with music. Throughout time, world famous musicians have made their fame here – either being born in Austria, composing here, or perform!

And it’s not just the classic stars that come to mind who have conquered the music world from Austria (just think of Falco or, more recently, Parov Stelar and Conchita). Or only Austrian musicians drawing fans from around the world to the country.

From classical concerts and sights to modern festivals, and nostalgic “Sound of Music” tours, read on to see what is happening in Austria’s music scene this summer.

### Classical Events and Sightseeing

Some of the most famous composers were born in Austria, from Schubert to Mozart and Haydn to Bruckner and Strauss, making it a hub for classical music even today.

Salzburg, the birthplace of Wolfgang Amadeus Mozart, hosts the [Salzburg Festival](#) every July and August, recognised as one of the world’s most important festivals of its kind. It features performances of opera, concerts, and plays, as well as free screenings in the old town. In Vienna, often dubbed the world capital of music, you will find the [Summer Rhapsody](#) at the Liechtenstein Garden Palace, and the [Summer Night Concert](#) by the Vienna Philharmonic Orchestra at Schönbrunn, while nearby [Grafenegg Music Festival](#), runs classical concerts throughout the summer,

Further classical music inspired festivals include the [Innsbruck Festival of Early Music](#) in July and August, presenting opera productions and concerts in historic venues, and recognised as the oldest surviving festival of early music. [Bregenz](#) has the largest floating stage in the world, on which performances by the Vienna Symphonic Orchestra can be seen, along with opera and theatre performance, also in July and August. Fans of Schubert should head to Vorarlberg for the [Schubertiade Schwarzenberg](#), the most significant and distinguished Franz Schubert festival in the world, taking place between August and September.

Austria is also getting ready for 200 years of Johann Strauss in 2025, with the celebration highlight being the [Strauss Festival](#) at iconic venues in Vienna such as Musikverein, Konzerthaus, Volksoper and the State Opera as well as more unusual locations including the Central Cemetery or the Danube Island.

To heighten the experience of these live music events, visit one of the many immersive museums Austria has to offer. Vienna particularly shines in this, featuring the [Haus der Musik](#), a music museum offering a Mozart inspired interactive computer game, the [Mozart Haus](#), containing the only one of the composers’ remaining residencies, the [Beethoven Museum](#), the [Haydn House](#) museum, the cemetery at which many great composers were buried, and the [Vienna State Opera](#), one of the most prestigious opera houses in the world. When in Salzburg, make sure to check out [Mozart’s birthplace](#) and the [Mozart Residence](#).

### Festivals: From Pop and Rock to Electro and Jazz

For audiences looking for an opportunity to dance and sing their hearts out, Austria offers exciting festivals featuring headliners from around the world.

Music lovers who want to go big or go home should mark Vienna's [Donauinselfest](#) in their calendars, Europe's largest open air music festival with free entry, taking place in June on, you guessed it, the city's artificial island (line-up to be announced in May/June). [Rolling Loud](#), the most successful international hip-hop festival comes to Austria for the first time this summer. Other festivals not to be missed include [Nova Rock](#) with headliners such as Green Day and Maneskin, [Lido Sounds](#) (Kings of Leon, Parov Stelar, Hozier, Sam Smith), [Frequency Festival](#) (The Offspring and Raye among others) and [Electric Love](#) 2024 for electro, dubstep, EDM, and house.

Jazz fans can head to Salzburg's [Jazz and the City](#) in October, offering mobile concerts and musical promenades, or alternatively the [Jazz Festival](#) in Saalfelden's alpine scenery.

### **Sound of Music: Salzburg is getting ready for 60<sup>th</sup> anniversary 2025**

Most people, when thinking about Austria's music scene, inevitably land on the 1965 Oscar awarded film "The Sound of Music". The musical was filmed in and around the city of Salzburg and will be celebrating its 60-year anniversary next year.

To experience the places in which the Trapp family spent their time, fans of the film can check out the [Sound of Music World – Museum & Exhibition](#) (covering the family story, the history of the Villa Trapp, and a "film vs. reality" section) as well as the key shooting locations, think Mirabell Palace and Gardens, Residenzplatz, Villa Leopoldskron, and the Horse Fountain on Karajan Square. While it's perfectly possible to visit all these places independently, the [Salzburg's panorama tours](#) cover most of them and come with guides entertaining with facts and "Sound of Music" anecdotes along the way. Special tip: The famous [Salzburg Marionette Theatre](#) shows regular puppet versions of the classic movie!

As always, we are happy to assist you with additional information, images, and research trips to Austria. Please get in touch at [pressuk@austria.info](mailto:pressuk@austria.info).

#### **Austria Tourism**

Magdalena Penz / Astrid Hofer

[press.austria.info/uk](https://press.austria.info/uk)

[pressuk@austria.info](mailto:pressuk@austria.info)