

## Summer in Austria: Experience the “Lebensgefühl” in the Alps

Stunning mountain peaks, crystal-clear lakes, and almost endless outdoor activities are only a few reasons that make Austria the perfect summer destination. What makes Austria truly unique, however, are its people, their lifestyle and attitude. Immerse yourself in the joie de vivre, the conscious feeling of taking part in life, the unique feeling that Austrians know as “Lebensgefühl”.

The Austrian “Lebensgefühl” can be felt in all the small and big moments that guests experience during their Austrian summer escape: The contagious laughter of the hut landlady during a chat in the morning, the banter with a local guide when out and about on a hiking or biking tour. And the relaxed vibe on the sun terrace of a mountain hut at lunchtime, over Käsespätzle, Schnitzel and a huge portion of Kaiserschmarren.

We invite you to experience the Austrian “Lebensgefühl” in our partner regions this summer, while at the same time making the most of all the activities they offer. Check out the resorts below and see what news they have in store for the upcoming season.

### KITZBÜHEL: HIKE THE STREIF & TRY THEIR NEW MOUNTAINBIKE TRAILS

[Kitzbühel](#) is a legendary skiing destination, but it’s equally worth visiting during the summer months. After the winter sports fans have left, the locals are quick in swapping skis and boards for bikes and hiking boots, inviting holidaymakers to follow their leads. Kitzbühel is surrounded by more than 1,000 km of [hiking](#) and 800 km of [biking](#) trails, there are 38 summer cable cars and chairlifts, [four golf courses](#), and three lakes. Outdoorsy highlights include [hiking the Streif](#) or exploring it on a [family-friendly activity course](#), [biking the Hahnenkamm](#) or marveling at it all from above on a [tandem flight](#). [Food](#) is just as important as sports in this town, so guests can cap their days at a different traditional inn or award-winning gourmet temple throughout their stay.

**New in 2024:** The [Sonnenrast mountain bike trails](#) starting a stone’s throw from the chairlift of the same name are suitable for biking fans of all skill levels (including beginners) and come with awe-inspiring views. They kick off a larger, regional project that will see even more new trails in the future. Kitzbühel also adds a new accommodation option to its portfolio this summer, urban boutique hotel [Henri Hotel](#).

### SCHLADMING – DACHSTEIN: AN OUTDOOR PARADISE WITH A BRAND-NEW MOUNTAIN STATION

300 lakes, 100 waterfalls, and majestic mountain formations as far as the eye can see: The [Schladming – Dachstein](#) in Styria, often dubbed the “green heart of Austria” makes a great destination for everyone seeking both outdoor adventures and relaxation in nature. 1,000 km of [hiking](#) and 65 km of [cycling](#) paths, 30 [via ferratas](#), four [golf courses](#), and three [bike parks](#) are just waiting to be explored. Kids can dip their toes into their first outdoorsy adventures at the Sattelberg Family Mountain or the [Rittisberg](#) summer adventure paradise (think forest high ropes, archery, or a summer tobogganing run). The Styrians are proud of their cuisine, so no holiday in the region would be complete without trying some signature food. Local Gault Millau chef Richard Rauch has created special dishes together with [14 hut owners](#) that guests can sample throughout the summer.

**New in 2024:** The [Dachstein mountain station](#) at 3,000 m (now called “Energiekristall” / “energy crystal”) has been fully refurbished and reopens in May as an attraction on its own. The Suspension Bridge, the Stairway to Nothingness (viewing platform) and the Ice Palace are a must-see for anyone visiting the region.

## ST. JOHANN IN TIROL: A FAMILY-FRIENDLY HOTSPOT IN THE AUSTRIAN ALPS

[St. Johann in Tirol](#) ticks all the boxes for a family mountain holiday, offering a chocolate-box village vibe, kid-friendly hotels and tons of activities for all ages in the heart of the Kitzbühel Alps. There are 200 km of [hiking](#) and 200 km of (mountain) [biking](#) trails to explore, and family attractions such as the [Moor & More Adventure World](#) (a unique landscape on the Wilder Kaiser) and the [Schnackler Adventure Trail](#) (play playgrounds, and activity stations, all accompanied by the region’s mascots). A highlight not to be missed is the mystical [Devil’s Lane](#), a beautiful gorge created by the evil spirit himself according to legend. Looking for a challenge? Look no further than the 5-day [Koasa Trail](#). Traditions are lived and breathed in this region, with the [Dumpling Festival](#) on 21 September (more than 26,000 dumplings!) truly showing off the local “Lebensgefühl”.

## ZELL AM SEE – KAPRUN: ENJOY SUN, A LAKE AND ETERNAL ICE ALL IN ONE DAY

Mountains, lakes, or a glacier? In [Zell am See – Kaprun](#) it’s all right at your doorstep! And the locals certainly know how to make the most of their natural playground. This region is perfect for everyone embracing a varied active lifestyle. Take your pick from 400 km of [hiking](#) and 200 km of [biking](#) trails for all skill levels, including beginners and those travelling with kids, master your [paddle-boarding and surfing](#) skills, or just dip into Lake Zell to cool off from the summer heat. Fancy a longer refreshing break? Head to the [Kitzsteinhorn](#) for the Top of Salzburg viewing platform, the Ice Arena, or some mid-summer tobogganing fun. Some more tips to experience the local “Lebensgefühl” in Zillertal: The fjord-like [Kaprun High Mountain Reservoirs](#) or the weekly bread tasting at popular [Holzofenstüberl](#).

## ZILLERTAL: EXPLORE THEIR XXL-NATURE PARK AND AN ICE PALACE

Leave your everyday life behind and immerse yourself in the wonders of nature – that is what summer holidays in Tirol’s [Zillertal](#) are like. Its four regions - Fügen-Kaltenbach, Zell-Gerlos, Mayrhofen-Hippach und Tux-Finkenberg – invite holidaymakers to enjoy a break with (new) local friends rather than being “just” a tourist destination. In Zillertal, you can enjoy freedom, relaxation, outdoor activities, and stunning landscapes 365 days a year. The [High Mountain Nature Park Zillertal Alps](#), covers roughly 40 percent of the Zillertal and is home to 85 glaciers. There are more than 1,400 km of [hiking](#), 1,300 km of [biking](#) and 140 km of [nordic walking and trail running trails](#), 150 [mountain huts](#), and ten [summer cable cars](#). Other highlights include the [Ice Palace on the Hintertux Glacier](#), and the 1,450 m long [Arena Coaster](#) in Zell am Ziller, a speedy ride with steep curves, jumps, and stunning views.

**New in 2024:** Zillertal opens five new trail running routes this summer, as well as a new biking trail, called the [Marchkopf Biking Tour](#), leading to the Rastkogelhütte hut via Sidanloch and the Zillertaler Höhenstraße Alpine Road (43.6 km). They also have new

holiday apartments in Zell am Ziller where guests can feel good while doing good: For every overnight stay at the [Zellrooms](#) they'll plant a tree.

## ST. ANTON AM ARLBERG: A HOTSPOT FOR SPORTY TRAVELLERS, FOODIES & YOGIS

[St. Anton am Arlberg](#) is a hub for active travellers, couples, families, and yogis alike. This is the place to try out multiple outdoor activities on just one day – and then find your activity match for the rest of your stay (or keep it varied). While the village itself is full of tradition and Austrian charm, the next nature experience is always just a stone's throw away. The region features 400 km of hiking and 220 km of biking trails, six cable cars, and 29 huts. Highlights include the multi-day [Arlberg Trail](#), the family-friendly [Verwall Adventure Valley](#) (with a spectacular viewing platform, a suspension bridge and a ropes course), or leisurely [flower walks](#). Looking to fully relax and rewind? Check into the [Arlberg WellCom](#) spa temple, or master your warrior and tree pose at the popular [Mountain Yoga Festival](#) (5 – 8 September).

## PAZNAUN – ISCHGL: TRY A DIFFERENT OUTDOOR ADVENTURE EVERY DAY

[Paznaun – Ischgl](#) is well known as a skiing hub but outdoorsy adventures don't stop here when the seasons change. Summers are pleasant with mild temperatures and tons of activity options, enjoyed by those living in the region and those visiting side by side. The locals love to start their days with a [sunrise hike](#), bike around [Lake Berligsee](#), or take their kids to the [Sunny Mountain Adventure Park](#). Adventure options are almost endless, with [hiking](#) (more than 1,000 km) and [biking](#) (754 km) trails, as well as a lake right at your doorstep. But it's not just the activities in nature that make this region so special. Pop into an award-winning family-run [cheese farm](#), watch the marmots from the sun terrace of [Heidelberger](#) hut, or take a [sunrise yoga session](#) – it's all part of the local lifestyle.

**New in 2024:** Paznaun – Ischgl's latest highlight is the [Cross-Trail powered by LEKI](#), uniting nine new signposted trail running routes for experienced adventurers. Biking fans also have two new attractions to look forward to: The [Silva Trails Bike Trail Park](#) in Galtür, suited for beginners and families as well as pros, and the new adventurous nature trails at the [Silvretta Bike Arena Ischgl-Samnaun](#).

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).

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