

Summer in Austria: Experience the ‘Lebensgefühl’

Think Austria is just for winter and skiing? Well, you couldn't be more wrong! The picturesque mountains, stunning landscapes, and wonderful people don't just disappear once the snow melts. Once the cold of winter is gone, Austria transforms into an idyllic summer paradise replete with crystal clear lakes, rolling green hills, and almost limitless possibilities for outdoor pursuits.

In the summertime, the Austrian “Lebensgefühl” truly comes to life through the spirit of its people, their lifestyle, and their reverence for the natural world. Immerse yourself in the Austrian “Lebensgefühl”: a celebration of life, a deep appreciation for the moment, and a uniquely Austrian sense of joy. It can be felt in every moment, big or small, that you will experience during an Austrian summer escape. You can feel it in the contagious laughter of a hut landlady, the banter with a local mountain guide, or the relaxed vibe on the sun terrace of a mountain hut at lunchtime, over Käsespätzle, Schnitzel or a huge portion of Kaiserschmarren.

This summer, let Austria's partner regions introduce you to a lifestyle unlike any other. Discover their latest offerings and embrace the magic of “Lebensgefühl.”

St. Anton am Arlberg: A playground for active travellers and wellness seekers

[St. Anton am Arlberg](#) is a paradise for adventure lovers, families, and those seeking a mix of activity and relaxation. With 400 km of hiking trails, 220 km of biking routes, and six summer cable cars, the options for outdoor exploration are endless. Highlights include the Arlberg Trail, perfect for multi-day hiking adventures, and the Verwall Adventure Valley, a family-friendly hotspot with a suspension bridge, viewing platforms, and climbing ropes.

For those looking to unwind, St. Anton offers serene flower walks, yoga retreats, and spa experiences like the luxurious Arlberg WellCom. The annual Mountain Yoga Festival (4–7 September 2025), a must for wellness enthusiasts, celebrates its 10th anniversary this year.

New in 2025: The [Arlberg Trail](#), connecting the five towns of Lech, Zürs, Stuben, St. Anton and St. Christoph in a circular tour will be more accessible than ever thanks to new trail options combining hiking and cable car rides. On the event side: The [Arlberg Giro](#) will, for the first time, include a St. Anton Night Sprint (1 August 2025).

Innsbruck: The perfect city-mountain escape

Where else can you enjoy urban flair and alpine adventures in one day? [Innsbruck](#) is the perfect destination for travellers who want the best of both worlds. Explore the charming old town with its iconic Golden Roof and vibrant café culture, then take a quick ride on the Nordkettenbahn to reach the high alpine terrain of the Karwendel Nature Park.

There are 160 hiking trails and 115 biking routes within easy reach, and thrill-seekers can try paragliding or rock climbing. Families will love the Innsbruck Alpine Zoo, while culture enthusiasts can explore castles, museums, and the annual Innsbruck Festival of Early Music.

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New in 2025: Innsbruck now offers [guided city-to-mountain e-bike tours](#) that include stops at mountain huts and restaurants to enjoy some traditional culinary delights! The city will also host the [Roller Derby World Cup](#), the world's biggest roller derby event from July 2-5, 2025.

Paznaun-Ischgl: Nature, adventure and gastronomy

[Paznaun-Ischgl](#) is the place to try a new adventure every day. With 1,000 km of hiking trails, 754 km of biking routes, and the stunning Lake Berligsee, this region is perfect for outdoor enthusiasts. Highlights include sunrise hikes, the family-friendly Sunny Mountain Adventure Park, and the Cross-Trail powered by LEKI for trail runners.

Foodies can visit award-winning cheese farms or savour alpine delicacies at huts like Heidelberger Hütte, where marmots might keep you company. The combination of activities and local hospitality ensures a memorable stay.

New in 2025: The [Silvretta Bike Arena](#) (Ischgl/Samnaun) joins the Gravity Card network in summer 2025, giving riders access to 30 top bike parks across Europe. New cross-border trails have been built: a 30 km route now links Ischgl to Ramosch. Ischgl will also host the 30th [Ischgl Ironbike](#) – One of Europe's hardest MTB marathons (8-9 August 2025).

The [Paznaun High Route](#) will be awarded the European Hiking Seal of Quality in 2025. The 131-km circular hiking trail comprises nine stages with a total of 9,733 metres of ascent and 8,723 metres of descent.

Kitzbühel: A summer classic with new experiences

[Kitzbühel](#) offers an unbeatable summer mix of outdoor activities and culinary delights. With 1,000 km of hiking and 800 km of biking trails, plus 38 cable cars, the options are endless. Walk the iconic Streif, bike the Hahnenkamm, or simply relax at one of the area's pristine lakes. Golf lovers will find four courses in stunning alpine settings.

Food takes centre stage here, with everything from rustic huts to award-winning restaurants offering the perfect way to end an active day. The charming medieval town centre is home to elegant boutiques, gourmet temples, and cosy cafés, creating a vibrant yet relaxed atmosphere. Whether you're looking for outdoor excitement, wellness retreats, or high-end shopping and dining, Kitzbühel offers an unforgettable summer getaway.

New in 2025: The [Grand Tirolia Kitzbühel](#) reopened recently under the Hommage Luxury Hotels brand and is now a 5-star resort with a revamped spa and its new Tirolia restaurant. This year, the region will also offer an "Okto Wanderbus", a free hiking bus available from 2 June to 3 October.

Salzburg: Culture and nature in perfect harmony

The birthplace of Mozart and home to the world-famous Salzburg Festival, [Salzburg](#) is a haven for culture lovers and outdoor enthusiasts alike. Spend your mornings hiking in the nearby Salzkammergut, your afternoons exploring the Baroque old town, and your evenings enjoying a concert or opera.

This year marks the 60th anniversary of “The Sound of Music”, which premiered on 2 March 1965 in New York City. Since then, millions of fans have travelled to Salzburg and the surrounding SalzburgerLand region to experience the birthplace of the Trapp Family. To celebrate this milestone, a series of exhibitions, musical performances, and guided tours will take place throughout the year. The festivities will reach their peak in October with a special anniversary week, featuring a symposium and other exciting events yet to be announced.

New in 2025: A special [The Sound of Music](#) year-round exhibition has opened at Leopoldskron Castle, the location where one of the film’s most memorable scenes were shot. There’s also a symposium on-site in October titled “Is the Sound of Music still alive in Salzburg today?”

Schladming: A natural playground with new adventures

[Schladming-Dachstein](#) is a dream destination for outdoor enthusiasts, offering 1,000 km of hiking trails, 65 km of cycling paths, and three bike parks. Highlights include the Dachstein Glacier, the Sattelberg Family Mountain, and the iconic “Stairway to Nothingness” viewing platform.

Adventure seekers can enjoy activities such as paragliding, white-water rafting, and rock climbing, while families can explore nature parks, wildlife reserves, and charming alpine villages. Families will love adventure parks such as Rittisberg, while foodies can savour special hut dishes created by chef Richard Rauch and 14 local hut owners.

With its mix of outdoor recreation, traditional Austrian hospitality, and vibrant summer festivals, Schladming provides an unforgettable experience for travellers of all ages.

St. Johann in Tirol: A family haven in the Alps

[St. Johann in Tirol](#) is a charming summer destination nestled in the heart of the Kitzbühel Alps, offering a perfect mix of outdoor adventure, breathtaking landscapes, and traditional Austrian culture. It’s the perfect summer destination for families, with 200 km of hiking and biking trails and attractions like the Moor & More Adventure World and the Schnackler Adventure Trail. Kids will love the Devil’s Lane gorge and family-friendly activities in the village.

Traditions in St Johan in Tirol are incredibly important, such as the Dumpling Festival in September showcasing over 26,000 dumplings along a 595-metre-long table and plenty of local charm.

Zell am See-Kaprun: Lakes, glaciers and adventure

Whether you're seeking adventure, relaxation, or a mix of both, [Zell am See-Kaprun](#) provides an unforgettable summer escape in the heart of the Austrian Alps. Situated on the shores of the crystal-clear Lake Zell and surrounded by the majestic Hohe Tauern mountains, the town offers a wide range of outdoor activities, including swimming, paddleboarding, and boating on the lake, as well as hiking and cycling along scenic mountain trails.

Hike or bike on over 600 km of trails, cool off in Lake Zell, or explore the Kitzsteinhorn glacier with attractions like the Top of Salzburg viewing platform. Families can enjoy paddleboarding, high-mountain reservoirs, or bread-tasting events at Holzofenstüberl.

New in 2025: Zell am See's "[Magic Lake Show](#)" has returned for 2025 with all-new themes and choreography. From 15 May to 14 October 2025, the lakeside music, light, and water fountain show runs Tuesday, Thursday, Sunday at 9:30 PM in Elisabeth Park. Each evening features a different music theme synced to dancing fountains and laser lights on the lake – and it's free to watch.

Zillertal: The ultimate alpine escape

Zillertal is a paradise for nature lovers and adventure seekers with a diverse range of summer activities set against the backdrop of the stunning Tyrolean Alps. The picturesque resort offers everything from relaxing nature walks to high-adrenaline adventures.

Visitors can enjoy thrilling outdoor experiences such as rock climbing, paragliding, white-water rafting, and even summer skiing on the Hintertux Glacier, Austria's only year-round ski resort. Its vast nature park covers 40% of the region and features 85 glaciers, 1,400 km of hiking trails, and 1,300 km of biking routes. Key attractions include the Hintertux Ice Palace and the Arena Coaster in Zell am Ziller.

New in 2025: Zillertal has several new hotels and guest houses, including hotel [Fräulein Nannerl](#) and [Der Stadlmeyer](#) in Gerlos, [Apart Kreuzjoch](#) right at the valley station of the Rosenalm cable car and newly refurbished [Pachmair 1453](#) in Uderns.

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