

SMALL HISTORIC TOWNS IN AUSTRIA 2016





14 SMALL HISTORIC TOWNS – precious as diamonds – taking you to the most beautiful regions in Austria

They still exist, those fascinating places that tell a story with every house, every narrow street, every square... Places that take the visitor back into the past, welcome them with a joyful heart, and where time seems to stand still. Places where pleasure is found in the 'little' things of life – the beauties of nature, tradition, customs, and, above all, people.

Where time and culinary arts are weighed a little differently

Five different travel routes – each of which is dedicated to a particular theme – will take you from one SMALL HISTORIC TOWN to the next. Awaiting you are fascinating landscapes, historic estates, the most beautiful trails, special culinary treats, gardens and vineyards, mountains and valleys, beautiful man-made sights and spectacles of nature.

You'll discover all this and more over the following pages. Be inspired by the wealth of beauty that the history of these fascinating towns has given us!



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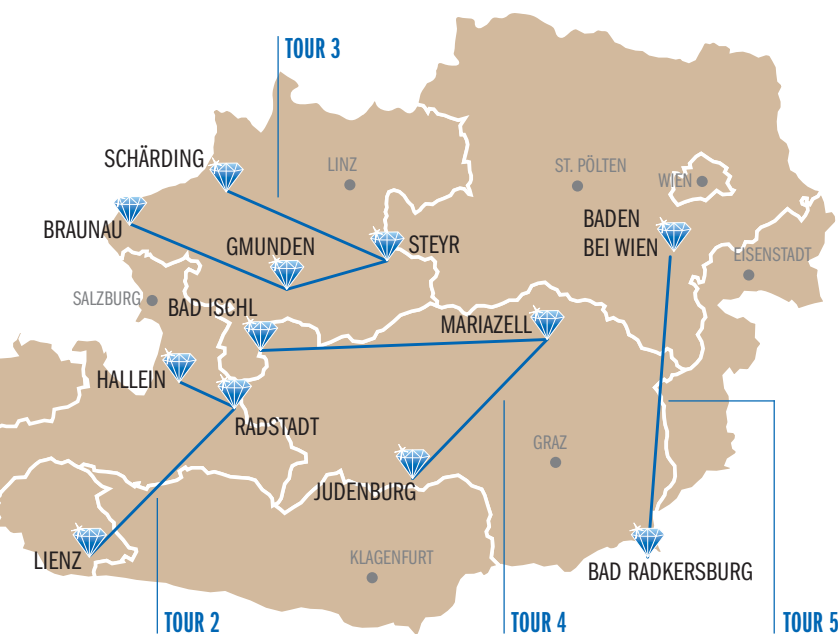
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SMALL HISTORIC TOWNS in Austria

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- 48 __ BADEN BEI WIEN
- 38 __ BAD ISCHL
- 46 __ BAD RADKERSBURG
- 16 __ BLUDENZ
- 34 __ BRAUNAU
- 14 __ FELDKIRCH
- 32 __ GMUNDEN
- 24 __ HALLEIN
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- 40 __ MARIAZELL
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- 28 __ SCHÄRDING
- 30 __ STEYR

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1

Travel naturally

Travel broadens the mind; exercise is healthy; discovery opens up new horizons; the eye captures beauty and distinctiveness. Senses are sharpened and elated; curiosity comes through relaxation; haste becomes peace. Travelling to the SMALL HISTORIC TOWNS of Austria reveals a natural world that uplifts us, stimulates our senses and makes us want more.

- 1 Krimml Waterfalls
- 2 UN ESCO World Heritage Site Lake Neusiedl
- 3 View from the Great Barmstein towards Bad Dürnberg, near Hallein
- 4 Boat trip through the Lower Inn European Nature Reserve
- 5 Tappenkarsee in the Radstädter Tauern

2



Austria's nature is so rich that it needs to be seen to be believed. There are many natural highlights to spur us on our way. For example, one strong incentive is the fact that Austria is, literally speaking, both beautiful and healthy by nature. With around 45% forest area, almost half of the landscape ensures that fresh air is in plentiful supply. However, as Austria is an Alpine country par excellence, it is in the mountains that the purity of the air is most evident. The air is also thinner here, particularly if you set off for the Großglockner peak at the Hohe Tauern National Park (3,798 m), or one of the country's 1,000 or so 'Dreitausender' (mountains above 3,000 m). Many visitors, however, are content with viewing these majestic sights from a distance. The cliff walls and snow-capped peaks

surrounding every valley make these sights simply amazing. If I go hiking along the streams and rivers in the Hohe Tauern National Park, I can hear the sound of purity in each and every rapid. The streams and rivers that spring from our unspoiled mountain regions criss-cross relentlessly through the beautiful valleys, large and small alike. River banks are not just a place to refresh ourselves, though. This is also where we can discover an abundance of flora and fauna. Austria is home to 45,000 animal species, and almost 3,200 native plants grow at the highest heights, on alpine pastures, in fields, forests and floodplains. The Edelweiss – one of our most distinctive symbols – is merely one reminder of the variety and unique beauty of the Austrian plant world.



3



4



Testing the waters

Brook trout, Arctic char and carp flourish in the water kingdom of water and their flavour simply marks out its purity. The water quality of the lakes is excellent, to the extent that it is largely considered safe to drink. The water is fresh and clear; pure, tingly and refreshing in the mountain regions.

When I think of the Krimml Waterfalls in the Hohe Tauern National Park, my mind not only conjures up images of gushing fresh water, but also the elemental force with which this water forms our valleys before flowing into our lakes. I also imagine the pleasures of the summer retreat, which were so highly regarded at the Imperial Court, with every leap into the lake and every snooze in the shade of the trees. We can bathe in a way fit for a king, letting us feel like royalty, too. In winter, the lakes are often wonderful stumping grounds for ice princesses and princes. Mother Nature enriches life here by providing us with such fine food, such as Tauern lamb and beef from the Hohe Tauern National Park. Its wonderful flavour is the best indication of quality. Our first-class cuisine shows a perfect understanding of what is valuable and masterful, and is oriented towards nature itself. An apple from the Mostviertel region is as unforgettable as wild game from the alpine regions; a fish from Lake Traunsee as memorable as Styrian pumpkin seed oil; a Zauner Kipferl (croissant) is just as much a taste of real indulgence as the perfect Melange coffee.

Ultimately, Nature's delights show me day in, day out how valuable and unique it truly is. That's why, as a national park ranger, I do everything I can to protect it. Anyone who sets off to visit Austria's SMALL HISTORIC TOWNS – anyone who wants to learn about their history – should go ahead and do so. For they will find themselves travelling through a world that holds wonders for us all to enjoy. A rest at the lake shore, refreshed by a gentle breeze, a picnic in a lush blooming meadow, a glimpse of towering mountain peaks during a short hike – it's the little moments that make the most beautiful memories. And isn't it wonderful to see how well Nature and Town can blend together as you set off for the historic towns that flourish amidst our beautiful landscapes. Just listen...

Andreas Angermann

NATURE

In brief & in depth

The SMALL HISTORIC TOWNS are nestled amid the most magnificent scenery – people always knew where the prettiest spots were. Here are some 'natural experiences' at a glance:

- Bad Ischl:** Landmark mountain Katrin, Salzkammergut lakes, Dachstein massif
- Baden bei Wien:** Wienerwald Biosphere Park, beautiful parks, Badener rose garden
- Bad Radkersburg:** Klöcher Weinstraße (wine route) and the Mur-Auen
- Bludenz:** Muttersberg and 3 valleys – Brandnertal, Klostertal, Großes Walsertal Biosphere Park
- Braunau:** Lower Inn European Nature Reserve, Braunauer Au local recreation area
- Feldkirch:** Wildpark Feldkirch (deer park), Ardetzenberg, Bangs-Matschels nature reserve
- Gmunden:** Grünberg area, Kaitenbach-Wildnis, Lake Laudachsee, Lake Traunsee
- Hallein:** Barmsteine, Zinkenkogel mountain peak, Hagen and Tennen mountains, Bad Dürrnberg
- Judenburg:** Zirbitzkogel, Seetaler Alps
- Lienz:** Hohe Tauern National Park, Wassererlebnispark Galitzenklamm (water park)
- Mariazell:** Mariazeller Bürgeralpe ski area, Lake Erlauf, Lake Hubertus, Ötschergraben (known as 'Austria's Grand Canyon'), Salzkamm gorge
- Radstadt:** Roßbrand, Liechtensteinklamm (gorge), Dachstein glacier, Eisriesenwelt ('World of Ice Giants')
- Schärding:** Boat trip through the Lower Inn European Nature Reserve
- Steyr:** Kalkalpen National Park, Unterhimmler Au nature reserve



5



1



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- 1 Range of Zirbenschnaps
- 2 Typical Brettjause (platter of cold cuts)
- 3 Fresh from the storm in Bad Radkersburg
- 4 Freshly tapped Girrer brew from Mariazell
- 5 Organic alpine dairy in Marul
- 6 Fruit specialities from Braunau
- 7 Cakes from the Konditorei Zauner (confectioner)
- 8 Runner beans

Culinary high spirits

It is part of our culture to cherish and hand old values down through the generations. It is part of our life to put something delicious on the table and therefore produce something beautiful. Time and again I notice, above all in the SMALL HISTORIC TOWNS, that what is natural, wholesome and traditional is particularly well-preserved and how much special care people take of it.



2



3

It is here where attention to detail in Austrian cuisine is at its best: the commitment to culture, nature, customs and artisanry. Personally, this makes me very happy as it means that you, as a visitor to one of our SMALL HISTORIC TOWNS, will have the opportunity to enjoy Austria as a country of great culinary value. Our regional cuisine offers so much diversity and idiosyncrasy that it's difficult to do justice to it all. In a land where the crispiest joints are accompanied with wonderful gravies or sauces, in which the finest venison is sourced from regional forests and lofty heights, in which fish is caught from cold, pure mountain lakes, in which vegetables and salads have a garden-fresh quality... it's a land where your tastebuds are just as much on holiday as you are. And if you top it all off with pastries that have been made in such a variety and with great finesse for generations, then it's a place where the sun simply shines. I'm thinking now about Vorarlberger Kässpätzle (specialty with melted cheese) from **Feldkirch**. The aroma of lightly fried onions and various kinds of cheese, such as Räbkäse, Bergkäse and "Sura Kees", is truly unforgettable. And this Vorarlberger speciality should be savoured snuggled up with friends. Cheese lovers find another paradise just a few kilometres east of Feldkirch - the organic alpine dairy in Marul (www.marulerbiosennerei.com). From autumn through to



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© Wiebke Meyer, Alpenregion Bludenz Tourismus GmbH



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© Obergart



spring, the 27 organic farmers from the surrounding area and villages deliver their milk twice a day to Klaus Pfefferkorn at the alpine dairy. Organic products have been produced here since 1996: butter, cream cheese and last but not least the classic of the Walsertal cheeses: the Walserstolz mountain cheese. Those who want to visit Klaus walk through a modest door and end up standing right next to the cauldron. Here, you can learn at close range how cheese is made by hand. And obviously you have to sample it too! In peace, of course. Because eating peacefully, indulging in and of itself – in Austria this is in our blood. Simply because we appreciate what nature and the culinary arts can bring to the table.

There's no better place to while away your time than a place where there's good food to be had

This is also particularly true of the Upper Austrian region of Gmunden by Lake Traun. Delicious fish, such as Arctic char and lake trout, are caught in its crystal-clear waters and served up as regional specialities by the "Taverns of Lake Traun" – a quality cooperation comprising some of the best restaurants around Lake Traun. Things get a little heartier in the "Innviertel", or Inn district (Inn River). The people of Braunau aren't known solely for their inimitable beer brewing or legendary must... Cosy taverns and snug courtyard eateries are also irresistible for indulging yourself with

Surspeckknödel (dumplings), Bratl (roast pork dish) or Brettljause (cold cut platter). The sweet fragrance of honey and spices particularly brings Mariazell to mind. For more than 300 years, this place of pilgrimage has been the home of the incomparable Honiglebkuchen (honey gingerbread). It goes without saying that the mix of spices is kept strictly under wraps and only passed on from generation to generation.

Let your taste buds travel!

And moving on to another Schnapsperl (schnaps) from Styria, namely from Judenburg, where the key ingredient is Swiss pine. This is where you can find a complete range of noble highproof drinks made from this special pine. A Stamperl (shot glass) is all it takes to see how strong pine can be. Or maybe two Stamerls. This still leaves much to be said about our first-class bread and baked goods, our wonderful cheeses, made according to old recipes, our specialities from confectioners and bakers, and, of course, our coffee house tradition. In culinary terms, Austria is always in high spirits and the SMALL HISTORIC TOWNS of Austria are purely a matter of taste – in the best sense, of course. You will see that only good things await you here. Enjoy them – and enjoy our legendary hospitality. Sie werden sehen, dass nur Gutes auf Sie wartet.

Josef Zauner

Josef Zauner

Josef Zauner owns the Konditorei Zauner in Bad Ischl. As a former purveyor of confectionery and bakery goods to the royal and imperial court, the Konditorei's aim has always been to maintain tradition, preserve established methods while remaining open to modern developments.

CULINARY DELIGHTS

In brief & in depth

The SMALL HISTORIC TOWNS are sites of culinary pleasure. But of course, special customs and handicrafts are clearly evident. The most beautiful, original and tastiest at a glance:

Bad Ischl: Zaunerstollen for the palate, traditional costumes by Schauer (since 1895) and original Bittner hats (since 1862) for the 'gala'

Baden bei Wien: "Badener Zuckertl" (sweets), "Badener Kipferl" (croissants), Zierfandler & Rotgipfler – wines from Baden

Bad Radkersburg: Piquant pumpkin seed oil and fine Vulkano ham

Bludenz: Milka chocolate factory, Bergkäse (mountain cheese): Walserstolz, products from Klostertaler Bauerntafel

Braunau: Beer specialities from the smallest Weißbier brewery in the world (wheat beer), multiple award-winning fruit juices and brandies, Braunauer Stadttaler gingerbread, Bratl in da Rein

Feldkirch: Cheese from the Vorarlberger mountains, Café Zanona with cakes and praline specialities

Gmunden: Schloss Ort Kugeln (chocolate), Schloss Ort truffles and Schwaneneier ('swan's eggs') by local confectioners, Fish bratwurst & alpine fish salami by Johann Parzer

Hallein: Confiserie Braun with praline and chocolate specialities, liqueurs and brandies from the Gughof Brewery, Spezialitäten-Manufaktur Kaltenhausen (brewery)

Judenburg: Varied Swiss pine products for body and soul

Lienz: High-proof East Tyrolean Pregler (distilled fruit spirit)

Mariazell: Pirkers und Kerners Lebzelterei (gingerbread factory), Apotheke (pharmacy), Mariazeller Genüsse (Mariazell treats), Liköromanufaktur (liqueur factory), Jagasaftl (herbal liqueur), Quester's fish and game specialities, Beers from the Mariazell brewery

Radstadt: Pure mountain pine oil and purifying Vogelbeerschnaps (rowanberry schnapps), Radstadt cheese, Fleischkrapfen (meat ravioli)

Schärding: Schärdinger beer, which the "Innschiffer" ('Inn skippers') already knew how to appreciate

Steyr: Most & Mostsekt (sparkling wine), Steyrer truffles & Steyr cake, Steyrdorf Dachschildeln, sweet Steyrer Schnellen (chocolate delicacy), Steyrer Hofbräu (Steyrer brewery)



7



8



- 1 Music Festival in Steyr
- 2 berge.hören in Bludenz
- 3 Baden Rose Festival
- 4 Festival in Judenburg
- 5 Liebstatt Sunday in Gmunden
- 6 Museum Festival in Bad Radkersburg
- 7 Montforter Zwischentöne (Shades of Montfort) in Feldkirch
- 8 Kaisermesse (Emperor's Mass) in Bad Ischl
- 9 'Bergwelle' lake stage at Mariazell

Celebrate with friends

Music rings out in the narrow streets, a feeling of good cheer sweeps through the avenues: exuberance mixed with joy, cheerfulness, delight and dancing. Something is happening in the town and the citizens are celebrating as tradition dictates, as their town deserves, as the occasion demands.

Houses and squares are spruced up and decorated, there is jubilation in the air, the little ones marvel at the sights alongside their elders, jugglers and artists astound the crowd with their skill – and the shared joy enhances the sense of community. All this fun is testimony to how festivals have been captivating these towns for generations; how their spirit is communicated the music and the people's laughter. It is only





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© K. Kainath

a question of time before new friendships are forged, before we feel snug and secure, before, in these moments, a Small Historic Town becomes our home.

Good mood included

It is a wonderful and eternally uplifting fact that vibrant customs, festivals and events take place in all SMALL HISTORIC TOWNS the whole year round. Winter is the season for the **Badener** Bühnen performances, not to mention the magnificent balls. This is followed by a wine festival in the Thermenregion (thermal springs region), international Trabrennen ('trotting races'), Rosentage ('rose days'), Weinherbst ('wine autumn') and Traubenkurwochen ('grape treatment weeks').

Bludenz is one of the towns that burst at the seams with life. A huge range of cultural events – from the cultural and culinary walks of the *berge.hören* tours (literally: 'listen to the mountain') to gourmet tours to the chocolate festival – provide unforgettable celebrations and are not to be missed.

The people of **Radstadt** love to celebrate: whether at the Knödelfest ('dumpling festival') in summer, the Gardfest ('guard festival') or the handicraft market, high spirits always abound. Autumn is the perfect invitation for the Bauernherbst ('farmers' autumn') which features numerous events, not to mention the **Steyr** Music Festival with its open-air performances at the castle moat or for the 700 year celebration of the jubilee spectacular in **Schärding** – celebrated with drums and trumpets, with Medieval knights, Landsknecht Trosse [Mercenary baggage trains] from the Baroque,

ruffians in armour crossing blades, and food and drink using old recipes, and much more. As a guest I quickly become a friend. I quickly become a friend and their open-hearted nature opens the door to an evening or even a whole weekend of fun, pleasure and well-being. When we wander through the narrow streets and squares in **Bad Radkersburg** at the Pannonian Town Festival, or in **Lienz**, when the International Street Theatre Festival in the last week of July turns the city into a wonderful scene, then we become co-actors in a huge play that life writes. Our own life is enriched in such a way that we always demand an encore. Sometimes this makes us feel like royalty, but if that's not enough then we can always celebrate in **Bad Ischl** under the slogan "Alles Kaiser! Oder??" on 18 August to commemorate the birthday of Emperor Franz Joseph I.

Whenever we hit the road, it's a journey to vibrant towns whose culture and events are offered in every possible variety. In **Hallein**, you can stroll through the old town on long evenings to do some moonlight shopping or attend an event during the Salzburg Festival as a guest on Perner Island in August.

In any case, however, it is these inimitable festivals that make the charms of a town and its region so apparent that you will be sure to come back. Come back to friends.

Karl-Michael Ebner



8



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© Mariazellland

EVENTS

In brief & in depth

The SMALL HISTORIC TOWNS love to celebrate and have good reason to. The traditions, customs and people make these towns "historic festival sites". Here's an overview:

Bad Ischl: "Alles Kaiser! Oder??" – Around the birthday of Emperor Franz Joseph I. July – August: Lehár Festival

Baden bei Wien: Winter & summer season in the Bühne Baden, June – September Trabrennen ('trotting races') & Badener Rosentage ('rose days'), "Baden in white", September Genussmeile ('gourmet mile') – the longest bar in the world

Bad Radkersburg: Pannonian Old Town Festival

Bludenz: April: UNIKAT B

September: *berge.hören*; Monastery Market
Braunau: Schlossfest ('castle festival'), Classic Open Air, Oktoberfest, Braunau Contemporary History Days, Garden Days, Italian market, pottery & handicrafts market Braunau short film festival
Feldkirch: Gauklerfestival (jugglers' festival), Montfortspektakel

Gmunden: Glöcklerlauf parade, Lichterfest ('Festival of Lights'), Musical Spring, Mondscheinbummel ('moonlight shopping'), Austrian Pottery market, Liebstattsonntag (4th Sunday in Lent, when people give one another gingerbread hearts), Salzammergut Festival Weeks Gmunden, Easter Festival at Lake Traun

Hallein: Moonlight shopping, Hallein Town Festival, Italian Night, performances of the Salzburger Festival in Hallein, handicraft market and cultural events

Judenburg: Farmers' market with folk music, "Judenburger summer"

Lienz: International Street Theatre Festival
Mariazell: Mariazeller Bergwelle (series of concerts), Mariazell monastery market – Perigrinari, Chamber Music Festival (Easter and Advent)

Radstadt: Knödelfest ('dumpling festival'), Gardfest, handicrafts market, Almbetrieb (the return of livestock from high alpine summer pastures), Bauernherbst ('farmers' autumn'), int. Paul Hofhaimer days of culture

Schärding: Jubilee Spectacular "700 Years of Schärding Town"

Steyr: Steyr Music Festival (July/August), Styrburg Festival (April & November), Theatre by the River (July), Schubert@Steyr (September)



1



3

- 1 Mariazell
- 2 Baden bei Wien
- 3 Artisans at the advent market in Braunau
- 4 Festive castles in Gmunden
- 5 Postamt Christkindl/Steier
- 6 Fragrance houses in Radstadt
- 7 Hallein
- 8 Light displays in Schärding

Christmas as it used to be

The aroma of Lebkuchen, shining children's eyes, flickering candles, the gleam of lanterns and the sound of Advent songs. The Advent period in SMALL HISTORIC TOWNS reawakens childhood memories, brings peace and contentment to everyday life. Medieval town centres, historic spots and winding streets are dipped in a sea of light, making many a heart beat faster in anticipation of the anticipation of Christmas!



2

For me, Austria is a true world of Christmas, where Christmas tree lights dazzle young and old alike in the town squares. When I draw closer to the Advent market – quite unconsciously following the aroma of cinnamon, gingerbread and mulled wine – then step by step I begin to enter that time of atmosphere, of contemplation, the wonderful snugness of these lovingly decorated towns. And I know that the people have it good here. It's the moment for them to take a step back, to pause for a while, to be more thoughtful. Many take the tranquility in Advent more seriously than usual; their eyes follow a candle flame with growing excitement, they listen more intensely to the sounds of reflection. When Advent comes to the SMALL HISTORIC TOWNS, the people here experience it more intensely, somewhat more traditionally, and as genuinely as I always wish for myself. Togetherness is characterised by sharing, warmth and the bright eyes of children and adults. Whatever winter looks like, whatever tricks it may play, the atmosphere over Advent is very special and the bells chime more sweetly than ever... As I flit down the 'Advent Mile' in **Baden bei Wien**, I see the people enjoying art and delicacies and rejoicing in their festivities in the pre-Christmas Biedermeier atmosphere. I am particularly fond of the artisan crafts market in the casino with its festive decorations, presenting itself as a dreamy fairytale castle at Christmas time.



A Christmas atmosphere fit for emperors greets me with sparkle and zest in **Bad Ischl's** beautiful streets and squares, where delicate aromas from the bakeries and confectioners drift into the open... and then it emerges - in all the people on the street - the excitement and anticipation of Advent.

The wonder of Christmas

In **Bad Radkersburg**, people cast a 'heavenly delight' over their town and enfold it in a Christmas atmosphere. Angels and stars line the way, carpets of light overhead illuminate the town entrances, and tucked inside there arises a feeling of well-being. When the Christkindl comes to **Bludenz**, the town simply radiates with sparkling Christmas light. Its culinary delights and festively decorated window displays are certain to get me into the spirit of the season. The Advent period in **Braunau** is enchantingly idyllic. Sounds of the zither during carol singing at the Christmas market, alpine traditions and the Glöcknerlauf (a Christmas parade) bewitch me in an instant. **Hallein's** Christmas Market in the old salt mine is particularly atmospheric. The moment I step into what used to be the old salt deposits, a warm feeling enfolds my heart. But there's also a very special Christmas market waiting for me in the heart of Hallein's Old Town - with a life-size "Salzkrippe" (manger). In the romantic town of **Steyr**, the Christkindl is a place of pilgrimage - for me, the best place to be during the Advent period. The Christmas post office has been located here by the Christkindl Baroque church and mangers since 1950. I couldn't say how many parcels have been sent out into the world of Christmas from here, but they certainly hold the warmest wishes and dearest gifts. That much I do know... I particularly like the genuine way in which the SMALL HISTORIC TOWNS celebrate Advent: they live tradition and

welcome people with open hearts into the Advent light. The magic is that they draw them in - me too, of course - and the Advent stories are those that accompany us here and sweep us away into a world of wishes and dreams. There are enchanting Christmas kingdoms, such as at the **Feldkircher** Christmas Market, where the smell of chestnuts, Christmas goodies, Raclette and Glühwein abounds. Through the windows, I see children crafting gingerbread houses, baking their own biscuits and listening to exciting stories. he strolls through the old town during Advent and the festive land and lake castles of Schloss Ort are all part of the goings-on. Thought-provoking advent concerts also bring the year to an atmospheric end. One can't and doesn't want to deprive oneself of the atmosphere and special features of this small earthly wonder of traditions. It's too nice to revel in the Christkindl markets in **Judenburg** or **Lienz** and admire the unique art calendar at Lienz's Rathaus. In **Mariazell** there's also an Engerlpostamt ('angels' post office') and a huge gingerbread house to marvel at, not to mention a truly captivating gigantic Advent wreath. The people of **Radstadt** welcome Advent at the tower and at the Christmas market on the town square - the perfect invitation for an atmospheric Christmas stroll. At this time **Schärding** dives into a breathtaking sea of light, when the silver line becomes a projection surface for the wintery play of light, and the illuminated, interactive circular path to guided, mystical old town walks is inviting. But I must go now, as it's getting dark and I can already hear the children singing -

Every year, the Christ Child of Steyr - the bringer of gifts - makes children's eyes light up... When letters expressing wishes of all shapes and sizes have been written and sent through the Christmas post and presents are eagerly awaited.



ADVENT



Further details can be found in our **Advent information pack**



"Tomorrow, children, something's happening..."





1

© Ludwig Berchthold - Bregenzerwald Tourismus



2

Vorarlberg – discover and enjoy

We begin our journey with a delightfully charming stay in the medieval Montfort town of Feldkirch (458 m) and eventually make our way towards Bludenz (570 m) to be stunned by the impressions and views which can only be found at rare intervals in the alps.

On a route of approx. 140 km, we pass Dornbirn, Krumbach, Egg and Schwarzenberg in the Bregenz Forest. As we pass the Kanisfluh massif, we climb the Faschinajoch at 1,486 m above sea level, the best developed high-altitude road connecting the Bregenz Forest with the Großes Walsertal biosphere park. Then, we start to move towards the southwest to Sonntag, finally getting there via St. Gerold Bludenz.

Gastronomically delicious

Kräuter sammeln, kochen lernen, Käse kosten oder einfach nur genießen? Wer seine Zeit leidenschaftlich in der Küche verbringt, sollte unbedingt bei Frau Kaufmann in Egg im Bregenzerwald vorbeischaun. Denn hier geht man nicht einfach essen – man lernt kochen. Ob das kleine Koch-Einmaleins, komplizierte Menüs oder Omas Lieblingsessen, Frau Kaufmann findet das passende Rezept. Als neugierige Naturliebhaber gönnen wir uns im Biosphärenpark Großes Walsertal eine geführte Kräuterwanderung mit den Alchemilla herb

women. We discover small herbal treasures by the wayside, which we would have otherwise thoughtlessly passed. From tea to herbal salt, soap to tincture, every one of the women produces a different product.

Culturally sophisticated

An excursion to the municipality of Schwarzenberg brings us closer to the works of Angelika Kauffmann (1741), the eclectic author and classical painter (among others) with her own museum. The friend of Johann Wolfgang von Goethe felt a deep connection to the Bregenz Forest, her father's birthplace, throughout her life, although she only spent a little time here. At 16, she had already been commissioned to create an artistic design of the Stations of the Cross in the village church of Schwarzenberg. We visit the St. Gerold priory in St. Gerold in the Großes Walsertal biosphere park. As the cultural hub of the valley, a place to meet and to seek meaning, it is part of Switzerland's Einsiedeln Abbey, a Benedictine monastery, and offers



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© Verein Großes Walsertal



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© Martin Caltonazzi



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© Alje Lagisz

Feldkirch – Bludenz TOUR 1

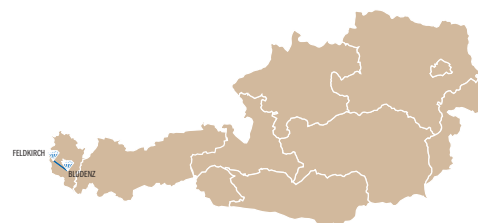
the truly extraordinary – from the hotel to the riding stables with a riding therapy centre.

Architectural diversity

Vorarlberg is known for its contemporary architecture and unusual art projects, e.g. the brand new Werkraum house (crafts house) by the internationally renowned Peter Zumtor, an architect greatly associated with handicrafts. On one hand, the building serves as a meeting place, on the other a huge vitrine – a walk-in display window for the handicraft culture in the Bregenzer Forest. You can see works from the crafts studio here the whole year round. The open and multi-functional hall offers plenty of space for various exhibitions, events, initiatives, a shop and a small pub. Finally, we stop off in Krumbach – Krumbach BUS:STOP. Architects from seven different countries designed seven different bus stops here which represent a unique dialogue with the tradition, building culture and craftsmanship in Vorarlberg – like so many of these regional projects.

An untouched kingdom of nature

Along with Vorarlberg's cultural landscapes and structures, we are particularly impressed with the untouched nature. This is best experienced during one of the many hikes with their abundance of views – from the meadows in the Rhine Valley to the high alpine peaks of the Silvretta alps or the Rätikon mountain range. We are opting for a hike at sunrise on the Mondspitze, high over Bludenz. At almost 2,000 m, it isn't the highest peak in Vorarlberg by far, but its location definitely makes it one of the most beautiful. When it's still dark, we head off in the direction of the peak so we can watch the sun rise from it. Every ray of sun lets us see a little further: back to the Großes Walsertal biosphere park, down onto Brandnertal, into Montafon and Klostertal, towards Arlberg and our next destination right before our eyes: the small, historic alpine town of Bludenz.



- 1 The Kanisfluh
- 2 Alchemilla herb women
- 3 Großes Walsertal Biosphere Park
- 4 Lake Seewald
- 5 View of Grosse Walsertal
- 6 Architecture in Bregenzer Forest
- 7 Krumbach BUS:STOP

6



7



© Felix Friedmann, Bregenzerwald Tourismus

OUR PACKAGE DEAL:*

“Discover and enjoy Vorarlberg”

- 3 nights with a breakfast buffet (2 x Feldkirch, 1 x Bludenz)
- A spit roast for knights as part of a 3-course menu in Schattenburg's castle inn
- Entry to Schattenburg Museum
- Stadtmuseum Bludenz (Bludenz town museum)
- A small gift to remind you of your mini-break

+ FREE TRAVEL GUIDE
200 pages on Austria's SMALL HISTORIC TOWNS

***Hotel p.p. in a DR from € 228,-

****Hotel p.p. in a DR from € 318,-

* Valid from 1st May to 31st October 2016. Info and booking at Salzkammergut Touristik, Götzestraße 12, A-4820 Bad Ischl, Phone +43/(0)6132/24000-0, office@salzkammergut.co.at, www.salzkammergut.co.at

TIPS FOR A JOURNEY OF DISCOVERY THROUGH FELDKIRCH

Bed

Hotel Gutwinski

This 16th century town house unites a long tradition with its unintrusive yet modern furnishings and architecture which has been adapted to fit the present day. For more than 100 years – as long as the house has been family property – the Gutwinski family has been proving its skill for giving people a home in a cosy and lovely atmosphere and for being a place of wellbeing and sophisticated travel.

Rosengasse 4, Phone +43/(0)5522 72175, www.gutwinski.cc

Jugendherberge Feldkirch

Feldkirch youth hostel is located inside a medieval building, Feldkirch's former infirmary, which is 700 years old and listed. It is one of the most beautiful hostels in Europe and offers low-budget tourists fantastic flair. A short walk will bring you to Feldkirch's old town.

Reichsstraße 111, Phone +43/(0)5522 73181
www.hostelfeldkirch.com

Food

The Ill

The ILL is a small "oasis of tranquillity" in the centre of Feldkirch. You can sit back and relax with a refreshing, homemade punch in the wonderful wine harbour right beside the river Ill. The cuisine spoils meat lovers and vegetarians alike. The food is cooked fresh every day and, alongside the classics, there is always something special on offer to indulge your palate.

Vorstadt 12+14, Phone +43/(0)5522 24732, www.das-ill.at

Café April

Fresh food and haute couture coffee make for a unique visit to Café April. The dishes are sometimes plain, sometimes ingenious, sometimes regional, sometimes exotic and Ayurvedic on Tuesdays. But they always choose their ingredients carefully and with ecological issues in mind. The coffee is prepared perfectly by Ingo the barista and is fair-trade, organic and of the highest quality. The April just wants to keep you happy and healthy.

Neustadt 39, Phone +43/(0)5522 20848, www.aprilcafe.at

Cafés

Café Stella

The cosy Café Stella in the green district of Reichenfeld, right beside the river Ill, will charm you with its home-roasted coffee, its small, delicious dishes and a selection of wines. They also serve exceptional teas, desserts and homemade Flammkuchen (tartes flambées). You can also buy coffee and tea to take home.

Reichenfeldgasse 5b, Phone +43/(0)699 19682856
www.cafe-stella.at

Schokomus

Pralines and creative tarts made fresh every day have turned this small local into a meeting place for connoisseurs of sweet delicacies. The counter at Schokomus contains over 30 types of pralines and all sorts of chocolates to catch your eye: new products are always being developed and, above all, are always homemade.

Schießstätte 8, Phone +43/(0)660 271079
www.schokomus.at

Shopping

The Green Belt – it's all in the green area

Feldkirch offers great opportunities for sustainable consumption. The GREEN BELT displays this and unites shops whose ideas are based on organic, social, regional and fair-trade culture. The GREEN BELT represents joint strength and conscious interaction with people, animals and nature. You can get an overview and more detailed information at the tourism counter in the Montforthaus.

The Weekly Market

Feldkirch's weekly market, "Unser Markt" ("our market"), provides shopping pleasure with seasonal themes and guaranteed quality and freshness. Special attention is paid to the regionality of the produce, direct marketing by the farmers and direct contact between the customers and stall owners. "Unser Markt" takes place every Tuesday and Saturday from 08:00 to 13:00 on Marktgasse.

Architecture

Montforthaus Feldkirch – Culture-Conference Centre

Das Montforthaus wurde Anfang 2015 eröffnet. Seither erfreut sich das architektonisch anspruchsvoll und nachhaltig gebaute Kultur- und Kongresshaus großer Beliebtheit bei Besuchern und Veranstaltern. Das vom Architektenteam Hascher/Jehle aus Berlin und Mitiska/Wäger aus Bludenz geplante Haus lässt spannende Ausblicke auf die denkmalgeschützte Innenstadt zu. Eine besondere Aussicht auf die Schattenburg und die Altstadt gibt es auf der Dachterrasse der Montforthaus Gastronomie.

Montfortplatz 1, Phone +43/(0)5522 73467



Montforthaus

Culture

Montforter Zwischentöne

The Montforter Zwischentöne (shades of Montfort) consists of three extended weekends per year, each with three different key themes. A series of bespoke expressions for profound experiences of the interplay between music and dialogue are developed for each theme. In cooperation with prominent ensembles, soloists and scholars from Vorarlberg, as well as internationally renowned artists. Contemporary formats ranging from artistic and educational enjoyment, encounters and silence.

February – July – November
www.montforter-zwischentoe.net

Walks through the town

Every Wednesday from May to September, you have the opportunity to learn more about Feldkirch's past and present with the aid of selected buildings, stories and anecdotes. Through narrow alleyways and past impressive buildings, you will embark on an exciting journey of discovery through history, art and culture. Stories about local celebrities, lots of quirks and insights into the present-day lifestyle of the residents of Feldkirch make this walk through the town worthwhile.

Meeting place: 16:30 at the tourism counter in the Montforthaus, Feldkirch



1

© Dierma Mehlis

- 1 Montforter Zwischentöne (shades of Montfort)
- 2 Above the roofs of Feldkirch
- 3 Exhibition in the Johanniterkirche (church of St. John)

TOWN TIP

Johanniterkirche

The Johanniterkirche (church of St. John) is the oldest church in Feldkirch. They searched for the graves of the Counts of Montfort here in the 1980s. Today, the church is an exhibition centre for the town of Feldkirch and displays contemporary art. The changing installations by regional and international artists in the middle of the sacred space are spectacular. www.johanniterkirche.at

www.johanniterkirche.at

SPECIAL OFFER

"Montforter Zwischentöne" (shades of Montfort)

February – July – November

Cultural delights and culinary treats in the wonderful atmosphere of this Montfort town. You will stay in a ****-star hotel in Feldkirch. Before the event, you can enjoy your evening meal in an elegant restaurant in the midst of the old town steeped in history and then become enchanted by one of the remarkable soirees of the Montforter Zwischentöne.

- Overnight stay in a ****-star hotel in Feldkirch with breakfast
- Entry to one event in Montforter Zwischentöne
- Information pack Montforter Zwischentöne [Shades of Montfort]
- Surprise gift

from € 132,- p.p. in a DR

Booking & information: Bodensee-Vorarlberg Tourismus
www.bodensee-vorarlberg.com, office@bodensee-vorarlberg.com
Phone +43/(0)5574 434 430



Pure lust for culture and life ...



FELDKIRCH

This medieval and second-largest town in Vorarlberg, with around 35,000 inhabitants, is situated in the outermost area of west Austria. It is a lively, delightful and open place. Feldkirch was founded in around 1200 by the Count of Montfort.

The medieval town centre at the foot of the Schattensburg forms a charming atmosphere for urban living consisting of outstanding gastronomy, interesting cultural events and bustling market activity. James Joyce isn't the only one who has stayed in Feldkirch, James Bond has also visited this Montfort town. Filming for "Quantum of Solace" was carried out in Feldkirch in 2008.

Feldkirch pulses with life and perhaps it is exactly that which forms an ideal basis for the Feldkirch inhabitants' zest for action. It is apparent all over town, whether it's during the weekly market on Tuesday and Saturday mornings, with local fruit and vegetables and the finest delicacies in the region, or on a walk through Feldkirch's wildlife park. Over 160 animals, including foxes, marmots, ibexes, lynxes and moufflons, inhabit this patch of land and can be visited free of charge throughout the year.

The town is consistently telling old and new stories. Whether it's a visit to the Schattensburg museum, where you can learn more about the life of the founder of the town, the Count of Montfort, or an evening stroll through its streets with the night watchman, there is plenty to discover and experience in Feldkirch.

Naturally, Feldkirch has numerous contemporary witnesses from its turbulent history, such as the Katzenturm tower, probably the most impressive symbol of the town's former fortifications or the cathedral of St. Nikolaus, which is one of the most beautiful gothic churches in Vorarlberg. Today's Landeskonservatorium music school was originally part of the former, world-renowned Stella Matutina Jesuit school. Even Arthur Conan Doyle, the creator of Sherlock Holmes, was a pupil here. Concerts by the students and teachers are regularly held in the Landeskonservatorium. The former sports grounds of the Stella Matutina, the Reichenfeld, are now a local recreational area and cultural quarter. The buildings around the Reichenfeld (the old indoor pool, the gatehouse, the Landeskonservatorium Vorarlberg and the Feldkirch music school) are all used as venues by different cultural institutions.

Feldkirch is fascinatingly diverse when it comes to culture. With the Gauklerfestival (juggler festival) in summer, when magicians, musicians, acrobats and jugglers from all over the world transform the Montfort town into a colourful and vibrant open air theatre. In July and August, Feldkirch becomes a transnational hotspot, when the poolbar festival in Reichenfeld

opens its doors for almost seven weeks. A few national and international stars can be seen up close at the pop culture festival. For 21 days in autumn, Feldkirch turns into a centre for design, art, photography and urban development during POTENTIALe. ArtDesign Feldkirch also takes place during the same weeks. This contemporary type of exhibition is where design, art, fashion and photography merge and presents works by around 110 exhibitors from various nations each year in Reichenfeld and in the new Montforthaus. At Christmas time, things become quieter, more thoughtful and magical at the Christmas market in Feldkirch, when the aroma of Christmas cookies and mulled wine drifts through festively decorated alleys and children make gingerbread houses and bake biscuits.

Feldkirch is also an amazing starting point for all sorts of activities. The town is located right at the border of Liechtenstein and Switzerland and is only 30 km away from Lake Constance. Hikes and bike rides through the Rhine Valley, swimming in Lake Constance only a few kilometres away and excursions to Liechtenstein, Switzerland, Germany and Tyrol are also last-minute options for any day of the week.

TIPS FOR A TOUR OF DISCOVERY THROUGH BLUDENZ

Bed



A castle hotel, a sports hotel with a large pool and gym, a cosy inn or a homely holiday apartment? The small historic alpine town of Bludenz can offer suitable accommodation for every taste. The team at Alpenregion Bludenz Tourismus is happy to help you find accommodation

tourismus@bludenz.at | Phone +43 5552 63621 790

You can also find the current availability of the hotels, guided tours of the town and events at www.bludenz.travel

Food

Eichamt

The "Eichamt" is a training restaurant for young people. The idea behind it is to enable adolescent jobseekers to get into the mainstream job market. The name of the restaurant is reminiscent of the building's history. A state Eichamt (Office of Weights and Measures) was located here in the 19th century. Today, the Eichamt is considered to be a place to meet and to enjoy. Freshly cooked, regional dishes await guests. www.eichamt.com

Mizzitant

The "Mizzitant" is a small restaurant in the old town of Bludenz, which is lovingly run by the owner and chef. Denise is namely a chef, but is first and foremost a connoisseur who loves everything to do with indulgence: food, wine, atmosphere, acoustics, service. If the balance is right, the result is always the same: you go home happier than you were when you arrived. Mizzitant uses purely organic ingredients, and there are only a few daily dishes on each day - the visit is always a surprise. www.mizzitant.at

Snacks

Cafe Dörflinger

The Dörflinger stands in the heart of the charming old town of Bludenz - the alpine town's classic coffeehouse for over 100 years. When the shopping has been done, if you need a break from everyday life or work, there is only one place to go: to the Dörflinger, where you can meet for small talk, fine coffee and delicious cakes. But this classic coffeehouse can offer more than that: imaginative snacks, light, regional dishes, vegetarian and Asian delicacies await the hungry guests. www.cafe-doerflinger.at

Luciano&Lidio

A special kind of restaurant. Distinguished by its fine Italian cuisine and the friendly service from its employees, this little Italian doesn't just invite you for an evening meal, but also for some relaxation after a shopping spree: the flair of the alpine town is especially enjoyable with a latte macchiato or a delicious ice-cream in the sun. www.ristorante-lucianolidio.it

Shopping

Doris

Connoisseurs can find fine chocolate, Vorarlberger schnapps, Italian pasta, pesto and oils, wine, pralines, jams, teas and much more right beside the Nepomukbrunnen (Nepomuk fountain) at Doris Feinkost. Sample delicacies in the shop, relax with a glass of wine, browse the gift shop or wrap up a gift basket for those who stayed at home - a visit to Doris is a must if you're in Bludenz. www.doris-feinkost.at

wein.

High-quality wines occupy the centre stage in this wine house in the midst of the old town. The owners, Christoph Marcabruni and Wolfgang Maurer, find sustainable farming and respectful interaction with nature, among other things, particularly important when it comes to selecting the Austrian and Italian wineries. In wein., visitors can buy wine from vintners who give priority to their products and to the quality. www.weinpunkt.at

Markets

Klostermarkt Bludenz

It is the most extraordinary market event in the alpine town of Bludenz. It is probably also one of the most famous markets in west Austria: Klostermarkt Bludenz (Bludenz abbey market). Representatives from around 30 abbeys in Austria, Germany, France and Italy will gather in the alpine town of Bludenz in September 2016 to offer their goods and products. But Bludenz's Klostermarkt isn't just about selling and buying, it's also about learning about monastic living. It doesn't focus on religious content, but rather on the meaning of the abbeys and their ventures. www.bludenz.travel

Christkindlemarkt Bludenz

The glow from the Christmas lights, culinary delights and the festively decorated shops turn Bludenz into a popular meeting place during Advent, for old and young people alike. The traditional Christkindlemarkt (Christmas market) in the historic old town offers a selection of culinary and creative products - from raclette bread with alpine cheese and mulled wine to wooden toys, clay decorations, bags and hats. With its atmospheric children's programme, the Christkindlemarkt is the pre-Christmas meeting place in the old town of Bludenz. www.bludenz.travel

Events

Berge.hören (September 2016)

Take cultural and culinary hikes with artists and like-minded people, enjoy music and literature, discover and take in landscapes and, of course, don't miss out on the cuisine in the mountain cabins in the process. A cultural festival for eyes, ears and mouths. www.bludenz-kultur.at

Alpen Culinary Street Food Festival (August 2016)

Numerous catering businesses prove their creativity, present their culinary skills and their businesses: chefs and their apprentices thrill people around the Nepomukbrunnen with their regional nibbles. Vorarlberg's hospitality, regionality and high-quality culinary treats get the attention they deserve. www.bludenz.travel



- 1 St. Laurentius Church
- 2 Mondspitze
- 3 Alpine town of Bludenz
- 4 View over Bludenz

TOWN TIP

Night-Watchman Tour of Bludenz

You will get to know this historic city in a completely different light during the night-watchman tour. It begins at twilight at Gayenhofen castle, which was built in the 13th century and was also a central part of Bludenz back in medieval times. The night watchman then accompanies you through romantic alleys which are steeped in legend and which lead to various points of interest within the town, during which there are plenty of anecdotes about the past. The highlight of the tour is the tower of St. Laurentius which you can climb exclusively with the night watchman. You will be surprised at some point or another during this unusual tour between the night-time walls.

SPECIAL OFFER

"Shakespeare am Berg" 2016

Want to combine Shakespeare am Berg (Shakespeare on the mountain) with a short getaway to Bludenz? All you need to do is request the "Hotel + Theatre" package.

- 2 nights with breakfast in a *** or ****-star establishment
- Tickets for Shakespeare am Berg incl. mountain ascent
- Guided round tour through the old town of Bludenz

from just € 119,- p.p. in a DR



4



BLUDENZ

Enchanting alpine town

This medieval mountain town was first chronicled as far back as 830 AD. As the central point for five valleys – consisting of Brandnertal, Klostertal, Montafon, Walgau and the Großes Walsertal – Bludenz today combines the charming beauty of nature with stylish city culture. It is the perfect holiday destination for families, nature-lovers and active holidaymakers in both summer and winter alike.

Parts of the old city fortifications are still preserved today, for example the **MühleTor** (Unteres Tor) and the 15th century **Feldkircher Tor** (Herzog-Friedrich-Tor), through which Duke Friedrich IV (with an empty case) once entered the town. From here he was taken safely over the **Arlberg** by the people of Bludenz. The **Bludenz Town Museum** is located at this gate, which is also known as Oberes Tor. A detour to the holiday destination of Nüziders introduces you to the oldest church in Walgau, **St. Vinerius Church**, with its **Muttersberg altar**, whose walls date back to the 12th century. With its towers and gates, the 15th century **Pulverturm** in the southwest part of Bludenz was one of the town's defence and fortification complexes.

Those visiting Bludenz will immediately be struck by its vibrant, lively nature and the people's hospitality. The town's Mediterranean flair invites you to stroll and shop through the **pedestrian Old Town** with its porticos. Two modern **shopping centres** (the **Zimbapark** and **Lünerseepark**), many **Old Town boutiques**, stores and **factory outlets** present a very diverse picture. The numerous markets such as the weekly vegetable market or Monastery Market in autumn bring together

regional delicacies and traditions in an urban atmosphere. There is always something going on here, all year round. Culture, gastronomy, and a wide range of events ensure an active lifestyle. Whether it's a street food festival or Mundartpop, meeting alphorn players or attending Shakespeare am Berg, hikes with artists as part of the **berge.hören** programme or UNIKAT B, an exhibition for applied arts and design or the family-favourite chocolate festival – the list of events is virtually endless.

Things become a little more peaceful around Christmas time. When the traditional **Christkindmarkt** (Christmas market) in December begins to radiate a festive sparkle and the aroma of Advent delicacies fills the squares and arbours, a time of reflection and contemplation descends.

Lovers of culinary highlights are **“a guest in the land”** and as such most cordially welcome. The **farms** and **guesthouses** around Bludenz play a key role in the journey from production to enjoyment. The approach delivered by the **Klostertaler Bauertafel**, which supports the growing appreciation and value creation of regional businesses, proves similarly sustainable. As

a mountain town, Bludenz celebrates a long tradition. Flanked by the **Lechtaler Alps**, the **Rätikon** and the **Verwall Group**, ambitious mountain climbers and leisurely walkers will all find a true paradise lying before them on a broad network of hiking trails starting right from the town gates. During the summer, the **Muttersberg** with its 1,401 m 'sun balcony' is a popular destination – and accessible in just a few minutes by cable car. It is also the base for many hikes. From **Hohen Fraßen**, the 360-degree panoramic view of the surrounding mountain world is truly magnificent. Also very popular with visitors are the cycling and mountain biking routes in the surrounding villages, the 18-hole golf course and the alpine water park VAL BLU.

In winter, the alpine town has naturally cultivated a long tradition in skiing. It takes practically no time at all to reach the most beautiful, spacious and diverse **ski regions**. Beyond the pistes, numerous toboggan runs throughout the region provide entertainment day and night. Winter hikes along the river Ill towards Walgau or cross-country ski runs into the idyllic Klostertal valley are the perfect complement to your stay.



Up and down the fascinating landscapes

The mountains: peaks conquered and tragedies befallen. The rocky faces tell legendary stories; have been witness to past storms and hardships; have been onlookers of true destiny and personal fates.

It is reassuring to know that life in the valleys is more relaxed and we can simply breathe in when we pass by steep faces, alpine pastures, meadows, landscapes and lakes that are best described as 'divine'. On the tour from **Lienz** via **Radstadt** to **Hallein**, not a minute goes by without some wonderful impression and our elation grows as we move up and down, up and down... Barely have you enjoyed a cappuccino and an East Tyrolean Lebzelden (gingerbread) under the palm trees, wondering how it can possibly be that Lienz exudes so much Italian style, than you're heading north out of the city into the mountainous worlds of the **Hohe Tauern National Park**. After the first ascents, it's worth taking a moment to look back south to Lienz, where the **Lienzer Dolomites** bid us farewell. Ahead lie two routes, first leading to Radstadt, each of which involves a little more time and distance. But our senses will be well rewarded – because both of them – the **Felbertauernpass** and the **Großglockner Hochalpenstraße** – are a trail through nature and its wonders.

Experience natural wonders

The magnificent Felbertauernstraße with its tunnel extending 5.3 km, rises up to 1,630 m and is a wonderful route through the **Großvenediger** and the **Großglockner region**. This time we will take the Queen of Roads, the 48 km **Großglockner Hochalpenstraße** (high alpine road), up to the **Pasterzen glacier**, into exceptional uniqueness. We snake higher and higher, firstly towards **Heiligenblut**, and then bend by bend past the Glockner meadows that are rich in flora and fauna, and which reach right up to the road. At the **Hochtor** (2,504 m), the trail starts to descend towards **Fuscher Törl** (2,428 m). However, a short, narrow impasse still leads on to the **Edelweißspitze** (2,571 m), the highest point on the Großglockner Hochalpenstraße. The panoramic view is among the most amazing you can get in the Alps. And Austria's





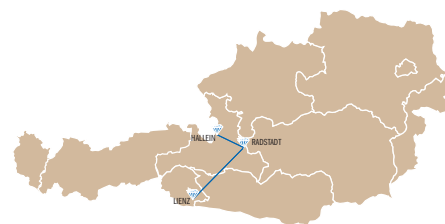
Lienz – Radstadt – Hallein TOUR 2

highest mountain, the legendary **Großglockner** (3,798 m), towers unadorned and simply majestic. Those who would like to take a closer look at the mountain world can do so with state-of-the-art optical devices at the **Wilhelm-Swarovski Beobachtungswarte** (observation tower) where it is possible to see mountaineers or ibex on the snowy fields at any time. There are numerous “info stations” on the path, such as the **Piffkar educational trail**, the **Glocknerwiesen** round hiking trail or the excellent high alpine Gamsgrubenweg at the **Kaiser-Franz-Josefs-Höhe** visitors’ centre. The way down to Fusch on the Glocknerstraße and towards Zell am See is excellent for taking in the impressions of nature, as it winds leisurely down to the lake that lies so wonderfully before us, and which becomes a good sailing area with the right wind conditions.

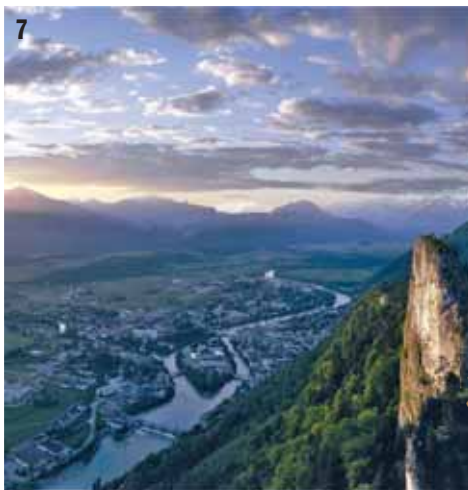
Enjoying the diversity

The view from the local **Schmittenhöhe** mountain over the southern shores of Lake Zeller eastward to the **Salzachtal** is very special, because it is where the landscape brings together everything that is pleasing to the eye: splendid mountain formations, lush slopes and cows grazing at pasture, the blue of the lake with its small ripples and swells, not to mention a pale blue sky with flitting clouds. Towards the east, the Salzach valley continues to narrow and we follow it towards Radstadt. It proceeds through gorges and past steep forested slopes and we pass the gateways to the **Raurisertal**, **Gasteinertal** and **Großarlital** (valleys). A short detour to nearby **Goldegg** with its castle and the small **Goldegger Lake** is great for a rest before we pick up the journey to the famous towns of **St. Johann** and **Bischofshofen**. Another 15 km or so through the ski regions of the **Salzburger Sportwelt** (sports world)

to Radstadt, where the **Roßbrand** (1,768 m) is waiting. This is the final word in pleasure, as it provides a breathtaking 360° panoramic view of **150 peaks** in the **East Alps**. And then all you have to do is breathe in and breathe out... Because it’s time once more to pause on this tour and let the scenery work its magic on you, to absorb the power of the mountain air and reflect on the unique moments we have experienced, which are an enrichment to everyone’s life. We then set off northward, passing **Hohenwerfen Castle** which towers majestically over the Salzachtal valley, until we come to yet another jewel of medieval architecture – **Hallein**. Its trade, handicrafts market and commerce were all heavily influenced by salt. This is where our tour ends, a place where we can enjoy the town and its natural surroundings and look back on a journey full of unique moments.



- 1 Lienser Dolomiten
- 2 In the Hohe Tauern National Park
- 3 Fuscher Törl
- 4 Großglockner High Alpine pass
- 5 Tractor trophy on the panoramic mountain Roßbrand in Radstadt
- 6 Hohenwerfen Castle
- 7 View over Hallein



OUR PACKAGE DEAL:*

“Up and down the fascinating landscapes”

- 3 nights with a breakfast buffet (1 x Hallein, 1 x Radstadt, 1 x Lienz)
- Visit to the salt worlds in Hallein (guided tour and entry to the Keltenmuseum or Keltendorf – approx. 3 h duration)
- Brettljause (Austrian cold platter) with schnapps in the Mandlberggut schnapps and pine distillery in Radstadt
- Entry to Bruck castle museum in Lienz
- A small gift to remind you of your mini-break

+ FREE TRAVEL GUIDE
200 pages on Austria's SMALL HISTORIC TOWNS

***Hotel p.p. in a DR from € 245,-

****Hotel p.p. in a DR from € 335,-

* Valid from 1st May to 31st October 2016. Info and booking at Salzkammergut Touristik, Götzestraße 12, A-4820 Bad Ischl, Phone +43/(0)6132/24000-0, office@salzkammergut.co.at, www.salzkammergut.co.at



*****Vergeiner's Hotel Traube**

A-9900 Lienz · Hauptplatz 14
 Phone +43/(0)4852/64444
 Fax +43/(0)4852/64184
 info@hoteltraube.at · www.hoteltraube.at



The Hotel Traube is situated in the heart of Lienz's charming old town, directly on the main square. Its elegant rooms offer an unforgettable feeling of wellbeing from the moment you wake up. In the evening, take a moment to reflect on your day by relaxing in the unique panoramic spa on the 6th floor, which enjoys a 360-degree view of Lienz's mountain world. Indoor pool, sauna, saunarium, steam bath, infrared cabin and gym are available free of charge. Number of rooms: 52

SR N/B from € 70,00 p.p.
 DR N/B from € 72,00 p.p.

VISA



*****Hotel Holunderhof**

A-9905 Gaimberg/Lienz
 Zettlersfeldstraße 36
 Phone +43/(0)4852/62766
 Fax +43/(0)4852/62766-132
 info@hotelholunderhof.at
 www.hotelholunderhof.at

The newly built Holunderhof is located right by the sunny slopes of the Zettlersfeld valley station and has a modern design, outstanding cuisine and an all-round "feel-good" guarantee. An ideal place to start your sports activities and to enjoy "pure" nature. Number of rooms: 8 and 20 apartments (2-5 people).

DR N/B from € 64,00 p.p.
 "Weißer Holunder" apartment from € 55,00 4 P.



Landhotel Bad Jungbrunn

A-9907 Tristach/Lienz
 Bad Jungbrunn 3
 Phone +43/(0)4852/652 10
 info@bad-jungbrunn.at
 www.bad-jungbrunn.at

The water that Bad Jungbrunn has been supplying since 1580 has been recognised as the best water in the Lienz valley floor. 20 guest beds, an à-la-carte restaurant and steakhouse and a sun terrace. A tranquil paradise away from traffic yet so close to the town of Lienz (5 mins by car). Number of rooms: 9.

SR N/B from € 55,00 p.p.
 DR N/B from € 50,00 p.p.



*****Hotel Goldener Fisch**

A-9900 Lienz
 Kärntner Straße 9
 Phone +43/(0)4852/62132
 Fax +43/(0)4852/62132-48
 info@goldener-fisch.at
 www.goldener-fisch.at

Family-run guesthouse in the heart of the Dolomites town of Lienz. Traditional, hearty cuisine. Regional dishes. Number of rooms: 30
 SR N/B from € 61,00 p.p.
 DR N/B from € 51,00 p.p.
 excludes local tax.



*****Hotel Gribelehof**

Familie Nothdurfter
 A-9900 Lienz · Schlossberg 10
 Phone +43/(0)4852/62191
 gribelehof@aon.at
 www.gribelehof.com
 Group discount from 10 people

Panoramic view over Lienz. Quiet location in a green area. Homegrown produce. Close to Museum of Bruck Castle. Number of rooms: 20
 SR N/B from € 61,00 p.p.
 DR N/B from € 51,00 p.p.



Ideales Ausflugsziel für Busreisen



25th International Street Theatre Festival OLALA

The International Street Theatre Festival Olala will take place for the 25th time from 26th-30th July 2016. Approx. 40 street theatre groups from around 15 different countries will present a sample of contemporary street art in the public arena. In recent years, Olala has been able to evolve into one of the most significant, most innovative and most delightful festivals of its kind in Europe and will enchant viewers with a very special programme during the jubilee event.

www.olala.at



- 1 Rosengasse, Lienz
- 2 Karlsbader Hütte (alpine hut)
- 3 Main square Palmen Eck

TOWN TIP

Schloss Bruck (Bruck Castle) – Lienz Museum Exhibitions:

• **ALBIN-EGGER-LIENZ**

I don't paint farmers, I paint shapes

The character and works of Tyrol's most significant 20th century painter will be presented across 12 themes.

• **A THREATENED PARADISE Heinrich Kühn (1866-1944) takes colour pictures**

With around 50 autochromes and colour prints, the exhibition gives a representative overview of the photographic works by this pioneering photographer at the turn of the century.

• **HEIMAT/FRONT (HOME/FRONT) Lienz and the war 1914-1918**

After the Italians entered the war, the front came distressingly close to Lienz in 1915, the effects of this weren't just in the positions in the mountains, but were also felt and seen.

Opening times: 13th May – 26th Oct. 2016

SPECIAL OFFER

"Lienz: culture and sport , Mediterranean-style"

- 2 nights with a breakfast buffet
- 1 x Visit to Bruck Castle with prosecco
- 1 x Visit to Aguntum Archaeology Park
- 1 x Ride on the year-round Osttiroler toboggan run including an ascent up the mountain with the Hochstein cable car

*****Hotel from just € 138,- p.p.**

Information and booking: Tourismusinformation Lienzer Dolomiten
 www.lienzerdolomiten.net | lienz@osttirol.com



Every day's a Sun-day

Any town that gets over 2,000 hours of sunshine a year obviously enjoys a favourable location. Perhaps Lienz, whose history spans 774 years, is an attractive SMALL HISTORIC TOWN for this very reason. Or perhaps it's because of the many imposing three thousand-metre peaks among the Lienz Dolomites, or even the green meadows, quaint mountain cabins and lively, genuine nature.

Maybe it's because of the easy-going lifestyle here, because of the cappuccinos and Italian style. Maybe it's quite simply because of the whole package that Lienz offers. There were settlements on the valley floor between the Drau and Isel rivers as far back as the Bronze Age. Lienz experienced its first incarnation as the Roman city of **Aguntum** from 50 to 450 AD – the only Roman town on Tyrolean soil. In the 11th and 12th centuries, the Counts of Görz (Gorizia) built Bruck Castle and the Carmelite monastery. In addition to the Burgrave Heinrich, immortalised by his poems in the Codex Manesse collection, it is principally painters **Albin Egger-Lienz** and **Franz von Defregger** who enjoy the most significant cultural importance here in Lienz.

Not only does Lienz attract visitors with its **climate and southern atmosphere**, its **mountainous backdrop** and **palm trees** in the city, or the **numerous three thousand-metre peaks** in the **Hohe Tauern National Park** ... but also thanks to its **blend of culture and sport**, its architecture and the ever-living history that never fails to offer the visitor something special. The former stronghold of the Counts of Görz, **Bruck Castle** – with its Great Hall and Gothic castle chapel – today houses the **Museum**, which displays works by Egger-

Lienz among others, and presents different special and themed exhibitions every year. The **representational building Liebburg** was built on the current main square by the Wolkenstein-Rodenegg family. The **Dominican Convent**, also called the "Klösterle", has stood on this spot since 1220 and is thus one of the oldest buildings in town. Originally Romanesque, the **parish church St. Andrä** – which encompasses the **Bezirkskriegerdenkmal** (district war memorial) and the tomb slab of Leonhard, the last of the Counts of Görz – was converted by the Counts of Görz into a triple-naved Gothic basilica in the 15th century. The 15th century **Franciscan Monastery** and **Franciscan Church** have a uniform Gothic nave. Last but not least, the **archaeological park featuring the Aguntum Stadt Museum** displays an excavation site spanning approx. 20,000 m².

In terms of culinary enjoyment, it's best to head onto the **streets and squares** of Lienz when fresh produce is sold at the **markets** or when big festivals such as the **International Street Theatre Festival** (in the last week of July) engross the city and captivate the people. The people of Lienz know how to make merry – but they also know how to indulge themselves.

When **Osttiroler Schlipfkrapfen** (dumplings with potato filling), **Osttiroler Pregler** (apple and pear schnapps, only produced in East Tyrol), or **Osttiroler Lebzelt** (gingerbread) is served up, then all is right in the culinary world.

As far as sports are concerned Lienz offers every possible activity you can do in the **mountains, water** or in the great outdoors – and all year round at that. Choose from **skiing to climbing**, from short to seemingly endless **cycling and hiking tours** in the Dolomites or the Hohe Tauern, from gentle **family activities** to **extreme sport**. Panoramic cable cars and chairlifts take you up to altitudes of 2,300 m; both beginners and pros can be found tackling the Via Ferrata routes. For anyone who wishes to indulge in their favourite sport in the mountains, Lienz provides an excellent base. However, for explorers who would rather take things more leisurely and comfortably, the **Hohe Tauern National Park**, the **Großglockner Hochalpenstraße** or the picturesque **Lake Tristacher** at the foot of the Rauchkofel offer ideal alternatives.



Radstadt golf course: Nestled in beautiful mountain scenery, with its roots in the past Go from par to par with our Birdie Jet

Radstadt – the scenery is just magical: with the local Tauern mountains on the one side and the snow-capped Dachstein range on the other. The sunny and very tempting club terrace, surrounded by the Salzburg sports region 'Amadé', is somewhere all golfers like to linger. The view from here is just as outstanding as the Radstadt golf course itself. The first nine holes are played mainly in the valley, but as soon as golfers are on the eleventh fairway, things start going uphill. Those not accustomed to the mountains soon notice this when they get into the Birdie Jet after the eleventh green. The climb up to the 12th hole is made easier by the golf gondola – one of its kind in the world – with golf bags riding in their own carriage at the back. A truly unforgettable golfing experience! A must for every golfer!

The medieval town of Radstadt is the perfect place for a cultural detour after a round of golf. With its location on the "Römerstrasse", the golf course is a reminder that the Roman road lead over the Alps at this point. History every step of the way!

Further information: Tauerngolf Ges.m.b.H., Römerstraße 18, A-5550 Radstadt, Phone +43/(0)6452/5111-0, Fax +43/(0)6452/5111-15, info@radstadtgolf.at, www.radstadtgolf.at



1

- 1 The Almenweg trail by the local Roßbrand mountain
- 2 City walls
- 3 Farmer's harvest festival in Radstadt
- 4 The town pond with the town walls and tower
- 5 View of Radstadt

TOWN TIP

30th Paul Hofhaimer Tage, a festival of old music & new sounds, Wed 25th-Sun 29th May 2016



*****Hotel Post Walter**

A-5550 Radstadt
 Stadtplatz 8-9
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Our family business offers you an unforgettable holiday in the midst of the Radstädter Tauern. We are located right in the centre of Ski amadé, the ideal starting point for your winter holiday. A magical alpine world awaits you in summer with its countless hiking, cycling and climbing possibilities. You are invited to relax with therapeutic massages and body wraps in our in-house wellness oasis. Number of rooms: 24

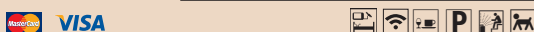
SR N/B	€ 54,00-75,00 p.p.
DR N/B	€ 44,00-65,00 p.p.



*****Pension Sonnhof**

Familie Weber
 A-5550 Radstadt
 Münzgrubweg 7
 Phone +43/(0)6452/5472
 Fax +43/(0)6452/5472
 weber@pensionsonnhof.at · www.aussichtsreiche.com Enjoy holidays in nature with a view of the historic little town that you can see from our three family-friendly houses where we will cater to your every need. Guests relax on our sunny terrace or slow down in the cosy "Bierstüberl" where many a guest has experienced the delightful feeling of losing any sense of time. Number of rooms: 12

SR N/B	€ 31,00-35,00 p.p.
SR HB	€ 43,00-47,00 p.p.
DR N/B	€ 27,00-31,00 p.p.
DR HB	€ 39,00-43,00 p.p.



SPECIAL OFFER

"Holiday, Mountains & Culture"

- 2 nights at the Pension Sonnhof or Hotel Post
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- 1 x Brennerjause ('distiller's snack') with schnapps at the Mandlberggutt
- 1 x brochure about the Millennium Trail – 1000 steps through history, walk around the city walls
- 1 x admission to both museums: Capuchin Tower and Lerchen Castle
- 1 x small souvenir of your break
- A II discounts with the Radstad visitor card
- Tour with the Radstadt night watchmen (certain dates only)

from just € 75,- p.p.
 (Pension Sonnhof)

from just € 109,- p.p.
 (Hotel Post Walter)

Information and booking: Radstadt Tourist Office
 Please note: Museums only open from June to September.



2



5



3



4

Historic walls – a timeless witness

The echo of the Middle Ages into the present day provides welcome peace for those seeking relaxation, those who wish to rest their eyes and let their soul soar. Those who pause to reflect as they find respite in the Radstädter Tauern, warmly embraced on the sunny side of the Ennstal, will feel it – that special atmosphere that Radstadt – first appearing in written records as “Rastat” in 1074 – offers its visitors today.



RADSTADT

Culture, churches, monasteries, crypts and history cluster together within the Old Town walls. This is where tradition dwells companionably alongside hospitality – a hospitality that is also evident in the music and festival customs of the Radstadt inhabitants. Modern or classic? You decide.

Before Radstadt was raised to town status in 1289, the region had already experienced an eventful history. The **Celts** lived here as far back as the 4th century B.C., followed by the **Romans** whose most important road from Aquileia over the Tauern to Juvavum (Salzburg) passed by Radstadt. It was this advantageous location that helped Radstadt to become a flourishing trade town in the High Middle Ages. The town was heavily besieged by 5,000 farmers during the Peasant Wars, but under Michl Gaismair it successfully held out against the attacks in 1525/1526. In 1527, the town received the Große Freiheitsbrief (Great Letter of Freedom) from Archbishop Matthäus Lang, but Austrian, Bavarian and French troops later occupied the area. In 1861 Radstadt was incorporated into the crown land of Salzburg. This eventful history has naturally given the townscape a distinct character, which we can see today in the beautiful **Bürgerhäuser** (grand town houses) and well-preserved 13th century **town walls**,

as well as the three 16th century towers. These are called the **Hexenturm**, **Teichturm** and **Kapuzinerturm**, and attest to the old defensive structure in which the **Heimatsmuseum** today displays various finds and relics. The **late Romanesque Stadtpfarrkirche** (parish church) and **late Gothic Schusterturm**, a sun pillar found in the cemetery, bear witness to the interplay of the periods. A Baroque high altar adorns the **Kapuzinerkirche** (Capuchin church) with its crypt. The **Millennium Trail** takes visitors around the town walls in 1,000 steps while the six passages (the **Scheikstiege**, **Metzgerloch**, **Baderstiege**, **Sparkassenpassage**, **Stöckloch** and **cemetery**) lead us from the town centre to the city wall. **Lerchen Castle** (1298) is also steeped in history and was renovated for the first time in 1779. Perhaps you might also be lucky enough to visit the **Baroque Loreto church**, which is only open on special occasions.

Despite the wealth of cultural history, there is no lack of light-hearted entertainment in Radstadt. The Radstadt folk know how to celebrate festivals with their visitors in this town that is imbued with tradition. The selection speaks for itself: the Radstädter **Knödel-fest** (dumpling festival), **Gardefest** (guard festival), **handicrafts market** and of course the **Almabtrieb**

(the return of livestock from high alpine summer pastures) make up the year's highlights. Once you have tasted specialities such as Radstadt **cheese**, **Kasnocken** (cheese dumplings) and **Hoamfoarkrapfen** (doughnut), then happiness in this SMALL HISTORIC TOWN is complete. Listen to the tales and stories, for example about famous organ player and composer **Paul Hofhaimer** (1459–1537) who was described by his contemporaries as the most famous organist of his time. He also enjoyed renown as a teacher, an honour accorded to him throughout his many years as the court organist to Emperor Maximilian I.

Perhaps you will also simply enjoy the tranquillity of the mountains around Radstadt, such as at the **local mountain Roßbrand** (1,768 m), which is the most beautiful “lookout point” mountain in the East Alps thanks to its **360° panoramic view of 150 peaks**. Plus, sports fans have a wide range of options both in summer and winter at the numerous mountains over 2,000 m in the vicinity, from skiing at the “**Ski Amadé**” region, cross-country skiing, cycling, horse riding, golf, tennis, swimming or hiking. The **Lichtensteinklamm** gorge (25 km), **Dachstein glacier** (25 km) and **Eisriesenwelt** (Giant Ice World – 35 km) also hold a few more surprises in store.



******Hotel Kranzbichlhof**

A-5422 Bad Dürnberg
Hofgasse 12
Phone +43/(0)6245/73772
Fax +43/(0)6245/73772-55
info@kranzbichlhof.net
www.kranzbichlhof.net

The Kranzbichlhof is located at 830 m between Salzburg and Berchtesgaden. Our café will spoil you with warm cakes from 11:00 to 18:00. Recreational activities: hiking, skiing, cycling, massages, beauty and body treatments and Ayurveda. Number of rooms: 25

SR N/B € 70,00 p.p.
DR N/B € 60,00-65,00 p.p.



*****Hotel Hafnerwirt**

A-5400 Hallein
Salzachtalstraße 3
Phone +43/(0)6245/80319
Fax +43/(0)6245/80319-45
office@hafnerwirt.com
www.hafnerwirt.com

This family-run town hotel Hafnerwirt is distinguished by its contemporary style, undivided attention and pleasant service. Individually furnished rooms, and a prime location only 5 minutes' walk to the heart of the Old Town. Number of rooms: 40

SR N/B € 55,00 p.p.
DR N/B € 42,50-45,00 p.p.



Kolpinghaus Hallein

A-5400 Hallein
Schöndorferplatz 3
Phone +43/(0)6245/720 23
Fax +43/(0)6245/720 23-92
office@kolpinghaus-hallein.at
www.kolpinghaus-hallein.at

Situated in the heart of Hallein's historic Old Town. Ideal accommodation for those who want to make snap decisions, cyclists, individualists, history enthusiasts, as well as for short breaks. Lovingly refurbished rooms and modern nonsmoking single, double and family rooms. Number of rooms: 90

SR N/B from € 55,00 p.p.
DR N/B from € 42,50 p.p.



- 1 Tour of Hallein - Town Hall
- 2 Pernerinsel - Celtic Museum
- 3 View of Salt Refinery and Celtic Museum

TOWN TIP

Salzburg's Festivals as Guests in Hallein

After four millennia, salt mining in Hallein was ceased in 1989. On the initiative of various creative artists, the salt hall of the old saltworks on Perner Island was then transformed into a theatre. The Salzburg festivals have now been guests in Hallein for almost 25 years. This building is classed as an ideal location and "play setting" for the majority of these spectacular theatrical experiments and therefore as a major venue for the festivals. For example, the marathon performance of Luk Perceval's "Ten oorlog" achieved cult status. In the future, the old saltworks' unparalleled flair will also become a unique venue for the theatre productions put on by the Salzburg festivals in August.





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- includes buffet breakfast every day
- Tour of Hallein with audio-guide
- Entrance to the Celtic Museum
- Entrance to the World of Salt

*****Hotel from € 103,- p.p.**

******Hotel from € 139,- p.p.**

Information and booking through the Tourismusverband Hallein



HALLEIN

Vibrant salt city on the banks of the Salzach

The district capital of the Tennengau region lies just 15 km from the regional capital of Salzburg. Culture, art, history, economy and above all an innate sense of joie de vivre are the characteristic features of this historic city, whose origins go all the way back to the centre of the Celtic settlement, the Dürrnberg. The “white gold” mined here formed the treasure trove of the region even thousands of years ago.

The town nestled at the foot of the **Dürrnberg** and the **Barmsteine** welcomes visitors with its imposing town houses, spacious squares and idyllic narrow streets, characterising the historic Old Town of Hallein with the architectural **style** known as “**Salzach-Inn**”. Lively street cafés, Italian ice-cream parlours, bistros and guesthouses are naturally inviting, just like the stylish boutiques and shops that offer the best advice for purchasing beautiful items that are far removed from mass production. This former salt mine town radiates a sense of vivacity and variety, as only few towns in the country can.

The history of Hallein is imprinted by the **practice of salt mining**, of which there is evidence from as far back as 1191. Even the name given in the first half of the 13th century indicates salt production. The salt trade conducted by the **Celts** also made the valley settlement along the banks of the Salzach one of the most significant politico-economic centres of the day. Today you can visit a reconstructed **Celtic village** and take a stroll through the life and times of a longgone era. The **Celt Museum** in the Hallein Old Town – incidentally one of the largest and most important museums for Celtic history in Europe – displays the many great finds. Ultimately, it is all thanks to the single-mindedness of the **Salzburg Fürsterzbischöfe**

(prince bishops) that gave salt mining in the Dürrnberg near Hallein in the entire eastern Alps region such pre-eminence. After over 2,500 years of salt mining and eventful history, this significant economic tradition finally came to an end. Today, it is mainly **art and culture** that fill the abandoned sites, leading to many a fascinating location such as the Hallein **Salzwelten**, which gives visitors an insight into this mysterious underground world. Ride on the “**Stollenbahn**” and **swift wooden slides** deep into the mountain, right down to the mystical **salt lake**, to experience the hard labour of the mountain miners.

In the middle of the town, **Pernerinsel** (Perner Island) – **home to the old salt refinery** – divides the Salzach into two arms in a very unique way. Every summer, the **Salzburg Festival** takes place here in the **old salt works**. The **Hallein Cultural Forum** also offers culture enthusiasts a diverse programme of classical, folk and modern performances all year round, with concerts, cabaret, theatre and much more. Exhibitions by local and international artists are regularly held in the **galleries**, while the **Hallein Festival Weeks** and **Dürrnberger Mariensingen** (choral singing in praise of the Virgin Mary) are well-established cultural highlights – as indeed are the Handicraft Market, Italian Night and Moonlight Shopping. The **Stille-Nacht-Museum** was established

in honour of renowned composer Franz Xaver Gruber, who lived in Hallein and is also buried here. Alternative art and culture is presented by **Die Schmiede** (a media and art festival) with international artists. And the local landmark mountain of Hallein, the Dürrnberg, offers plenty more in addition to its legendary past – it is also the location of the **Bad Dürrnberg spa resort**, for example. The **spa hotel St. Josef** with its 31° saltwater thermal indoor pool is situated very close to the **pilgrimage church of Maria Dürrnberg** with its unique marble façades. This traditional establishment offers **Kneipp treatments and saltwater therapies** – perfect relaxation for body and soul. The adjoining **spa garden** with **Gradierwerk** (salina, or graduation house), an open-air saltwater inhalatorium, offers a splendid view over the Salzachtal valley and the town of Salzburg.

The **Zinkenkogel** is not only a popular **ski mountain** with several lifts, but also offers a spectacular experience in summer with its 2.2 km **summer toboggan run**. With so much culture and history to imbibe, body and soul are also in need of a little refreshment. A visit to the oldest brewery in the country, the **Hofbräu Kaltenhausen**, which also houses a **Bindereimuseum** (cooperage museum), caters perfectly to this requirement. Here, beer specialities are served continuously – something very special to look forward to...



Of merchants and princes

The journeys to and from SMALL HISTORIC TOWNS are themselves filled with history. Ancient history, written by merchants and princes: those who transported goods and those who travelled to their estates and summer residences.

Riches most certainly line our path – natural gems such as the wonderfully pure air, forests and meadows, streams, rivers and lakes. They offer the most beautiful scenery along our route, accompanying us from one world to the next. He who follows the trail from **Schärding** via **Steyr** and **Gmunden** to **Braunau** will have to take the plunge, so to speak, because his companions – apart from legendary nature, forests and vast expanses – are the rivers **Inn**, **Traun**, **Enns**, **Steyr** and Lake Traunsee. There's a good 300 km still ahead of us as we head south from Schärding to Gmunden, only to head back north towards Braunau. And you should also bank on a good three-hour journey in total when leaving the historical streets and alleys of this Baroque town, passing the lively squares, promenades and parks; the blaze of colourful houses that reflect the economic significance of the guilds. Shortly after Schärding's border we travel – just like in the time of horse-drawn carriages – along the fresh, light-green River Inn, which exudes its own special kind of peace

as it wends its way towards Passau and the Danube. We, on the other hand, move further south into the Innkreis and the **Hausruck region**, into the forests and hilly landscapes that are truly a sight for sore eyes and where the spruce woods give it the feel of a **low mountain range**. Below 800 m, an impressive 90 % of the land is covered by forest; even populated areas enjoy about 35 %. And it's summer in particular that brings with it the chance to truly appreciate the coolness and freshness of the forests as you play all kinds of sport.

Travelling through the elements

Winter, on the other hand, tends to tighten its grip on this area. The increasingly significant economic factor of the forest, which provided invaluable services to people in terms of income, bread, home and warmth, soon becomes apparent. We leave this region, one of





3

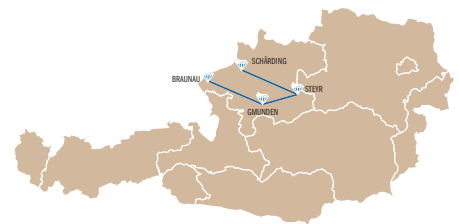
Schärding – Steyr – Gmunden – Braunau TOUR 3

Europe's biggest interrelated forest areas, and strike out on a south-westerly route over the Traun River to **Wels**, **Kremsmünster** and **Bad Hall**, in the direction of Steyr. We travel through bountiful agrarian country whose fertile nature is all down to the **Flysch zone**; rapeseed and corn fields dominate the landscape and of course the distinct fruit cultures.

Indulge your senses

The **Voralpenland** with its projecting gentle hills and luscious colours is reminiscent of Tuscany or even southern England, although the towering Kalkalpen in the background bring a touch of wilderness to the scene. Once we arrive in Steyr, it's time for a break: a coffee in the historic town square with its fine town houses and a Steyr truffle to boot give us a boost for our onward journey to Gmunden. Perhaps we are following in imperial footsteps, but in any case we move through beautiful hilly landscapes, through vast grain fields and forests. The view of the **Traunstein** mountain betrays our proximity to Gmunden and to the wonderfully clear Lake Traunsee. This is the beating heart of the Salzkammergut region and today we are rewarded with the former wealth brought to the area by 'white gold' (salt). Gmunden with its Mediterranean charm welcomes us at the Rathausplatz, situated right by Lake Traunsee, where the unique **ceramic Glockenspiel from Meissen** rings out as we stroll around the Old Town. A little heavy of heart, we leave Lake Traunsee, Lake Attersee and Lake Mondsee to the south and continue our journey northward via Strasswalchen and Mattighofen to Braunau. This Gothic town with its highgabled houses bids us a warm welcome, ultimately bringing us full circle in this historic salt trade route of merchants and princes.

Because, like Schärding, Braunau owes its wealth in no small part to the trade route on the River Inn – a route that saw merchandise of all kinds pass up and down from the local region as well as from faraway countries. Salt, silver, colourful ores, cattle, wine, ceramics, spices, wood, marble, even entire armies were transported on boats here, although it was mainly goods mined or manufactured in the mountains that made their way north or south of the Alpenvorland. Above all, it was the princes who profited from this lucrative trade, and so it was that prosperous markets and cities sprang up between the 17th and 19th centuries, whose splendid town squares still bear witness to this time. And here in Braunau is where a one-of-a-kind tour ends and a unique new day will surely begin.



- 1 View of Lake Traun
- 2 Steyrtalbahn
- 3 Collegiate Church at Mondsee
- 4 View of Braunau
- 5 Inn boat trip
- 6 Schärding



OUR PACKAGE DEAL:*

"Of Merchants and Princes"

- 3 nights with a breakfast buffet (1 x Schärding, 1 x Steyr, 1 x Gmunden)
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- "Castle tour" boat trip from/to Gmunden
- Entry to the Bezirksmuseum Herzogsburg (Herzogsburg district museum) and to the Heimathaus Vorderbad (Vorderbad heritage centre) in Braunau (TUE-SAT)
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******Hotel Forstinger**

Margret Forstinger
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Unterer Stadtplatz 3
Phone +43/(0)7712/2302-0
Fax +43/(0)7712/2302-3
info@hotel-forstinger.at
www.hotel-forstinger.at



The atmosphere in the hotel is one of a kind and emanates from its historic architecture. The history here can be felt, elegance and style pervade the building. The hotel unfolds into two lavishly and tastefully renovated houses. Number of rooms: 23

SR N/B from € 85,00 p.p.
DR N/B from € 67,50 p.p.
Apartment from € 90,00 p.p.



******Stadthotel Schärding**

A-4780 Schärding
Kirchengasse 19
Phone +43/(0)7712/36130
Fax +43/(0)7712/36130-4
info@stadthotel-schaerding.at
www.stadthotel-schaerding.at



Exclusive equipment and comfortable, modern style are waiting for you in the historic walls of the most valuable Gothic building in the town. Number of rooms: 21 and 4 apartments

SR N/B from € 70,00 p.p.
DR N/B from € 58,00 p.p.
Apartment from € 70,00 p.p.



*****Hotel Biedermeier-Hof**

A-4780 Schärding
Passauer Straße 8
Phone +43/(0)7712/3064
Fax +43/(0)7712/3064-8
biedermeier-hof@aon.at
www.biedermeierhof.at



A good place to stay in Schärding. Known for its good cuisine, comfortable rooms and modern atmosphere. Our hotel is central yet quiet and peaceful. Safe parking. Number of rooms: 32

SR N/B € 48,00-57,00 p.p.
DR N/B € 38,00-44,00 p.p.



*****Stiegenwirt Hotel & Restaurant**

A-4780 Schärding
Schlossgasse 2-6
Phone +43/(0)7712/3070
Fax +43/(0)7712/3070-84
hotel@stiegenwirt-schaerding.at
www.stiegenwirt-schaerding.at



Welcome to our family-style hotel with newly refurbished rooms in trendy design. Enjoy the culinary delights of the Innviertel region and the view of the Baroque "Silberzeile". Bikes and motorbikes welcome! Free Wi-Fi! Number of rooms: 27

SR N/B € 54,00-66,00 p.p.
DR N/B € 43,00-47,00 p.p.



Hotel Schärtinger Hof

Innbruckstraße 6
A-4780 Schärding
Phone +43/(0)7712/4404 0
Fax +43/(0)7712/4408
info@schaerding-hof.at
www.schaerding-hof.at



The Schärtinger Hof comfort hotel is in the heart of Schärding's Barockstadt (baroque town). Only a five-minute walk away from the Schloss park (castle park) and the Innpromenade. This traditional hotel offers spacious, tastefully furnished rooms. Number of rooms: 30

SR N/B from € 52,00 p.p.
DR N/B from € 41,00 p.p.



*****Landhotel & Gasthof St. Florian**

A-4782 St. Florian
St. Florian 18
Phone +43/(0)7712/29492
Fax +43/(0)7712/29492-7
office@landhotel-stflorian.at
www.landhotel-stflorian.at



Our hotel's long-standing tradition and the well-balanced concept ensure a pleasant, family-style atmosphere. Number of rooms: 18

SR N/B € 50,00-58,00 p.p.
DR N/B € 42,00-45,00 p.p.



1

© Josef Grünbacher

- 1 Castle gate
- 2 Boat trip on the River Inn
- 3 Silberzeile (row of gabled-roof houses)

TOWN TIP

There's a variety of culture on the agenda in Schärding. A great place for the adventurous and those interested in culture since there is surprisingly plenty on offer here.

Events 2016:

- | | |
|---------------------|---|
| May to August | Schärtinger festival |
| 21st/22nd May | Cantata by Carl Orff: Carmina Burana |
| 4th/5th June | Big Jubilee Spectacular "700 years of Schärding" |
| 11th June | "Beer-Baroque-Bridge" - in cooperation with the Bavarian state exhibition "Beer in Bavaria" |
| 25th June | The long night of music |
| 8th to 10th July | Schärtinger Schlemmerfest "gourmet festival" |
| 3rd/4th August | Historic Salzsäumerfest & Säumerzug (salt fair) |
| 12th to 14th August | Altstadtfest (old town festival) |
| 25th September | Bezirkserntedankfest (district harvest festival) |

SPECIAL OFFER

"A quick getaway"

- 2 nights in a *** or **** hotel
- Daily breakfast buffet
- Boat ride on the River Inn between Schärding and Passau
- Town tour
- Entry to the Baumkronenweg ("Tree-top walk")

from just € 114,50 p.p. in a DR

Info and booking at: Tourismusverband Schärding



2



3

© Josef Gumbinger

So Baroque. So alive.

In the year 1316, “Scardinga” achieved town status and rose to become a prosperous baroque town. It was a cultural era which celebrated art and joyful living. A vitality which goes perfectly hand in hand with the celebration of the 700-year-old town of Schärding and which grants its inhabitants and guests a year of celebration with numerous special features, with diverse events, exhibitions and tours which cast a look on the present, the past and the future alike.

Today, every visitor is entranced by the stylish town of Schärding. It must have been a glorious time when the **Inn River** was still the main transport artery; when salt, wood, ores, silk, grain, glass, wine, draperies, cattle and marble were shipped from A to B on the waterway. A boat trip on the Inn through the **wildly romantic natural protected area “Lower Inn”** just outside Passau still attests to the grand period of Baroque-age Schärding. The **guilds** of this riverside town and the wealth it acquired are still visible in the splendid colourful houses, the old gates and Baroque gables. Most are found on the **Oberer Stadtplatz with the “Silberzeile”** (‘silver line’); their façades still resplendent with the old **guild colours** of the Late Middle Ages... The bakers in blue, the butchers red, the inn-keepers in yellow and green – that’s what **Emperor Maximilian** wanted when he issued a decree in 1504 instructing the Inn-Salzach towns to display the same characteristics as Innsbruck, his seat of government at that time.

But Schärding’s history begins much earlier: **“Scardinga”** is first mentioned in records in 804 A.D., while Schärding formed the centre of the **county of Vornbach-Neuburg** in the 9th and 10th centuries. The **Counts of Andechs** came along in 1160, followed by the **Bavarian Wittelsbachs** in 1248. Schärding gained great economic significance, which soon led to a position of political and strategic importance. In the

15th century the Bavarian dukes (above all Ludwig the Bearded) built the town into a strong fortification, but devastating fires ravaged the town in 1724 and 1779. After occupation by the French (1809) and the Napoleonic Wars (1816), Schärding once again became Austrian.

This **Baroque town** has indeed had a turbulent past, yet it is today one of Austria’s most beautiful towns – needs only to visit the sights to understand. The **Linzer Tor** functioned as a double gate with fortified passageway, integrating the former Oberer Stadtturm, and was inhabited by the tower keeper. The **Wassertor** (‘Water Gate’), which shows the dramatic **high water levels** during the **flood disasters**, used to be known as the Inntor or Zollturm. A fresco inside shows the bombardment of the town during the **War of Spanish Succession** in 1703. The **Schlossstor** (Castle Gate), which today houses the **Stadtmuseum**, was formerly the residence of the ducal fortress keeper. The **castle park** has been a park complex since 1895 and boasts a 26 m granite well. The **Baroque Garden Orangerie**, now housing an inviting outdoor restaurant, was originally a conservatory built on the old city walls by Georg Wieninger in 1884. All this certainly suggests wealth and prosperity, but where did it come from? The answer is easy: from the River Inn. The **Inn was the Central European waterway** until the railway was

built. Boats would dock and unload their goods in Schärding, which were then stored temporarily in the **warehouses** because the Passau prince-bishops raised very high tolls. The salt was transported by horse and cart through the Bavarian Forest to Böhmen. And so it came to pass that several Schärding citizens became so wealthy that they “were able to build 17 Baroque houses” and the **Silberzeile** was born.

Extremely tasty gems of a different kind can be found at the inns, where they will happily serve you up their delicious Innviertler Knödel (dumplings), the “Bratl in da Rein” (roast pork) or some Zwetschkenpofesen (plum toast). Or perhaps a fresh draught Baumgartner beer relished on a busy day in Schärding or the surrounding area. Apart from the Kneipp treatment centres, there are also numerous spas in the region such as the Therme Geinberg or the Lower Bavarian Spa Triangle. Cyclists in particular are drawn to Schärding, as the town is a popular starting or end point for the Donauradweg, Innradweg and Tauernradweg cycling trails. Golfers, horse riders and anglers will find just what they’re looking for here, as will anyone who wants to scale the heights in the form of the world’s longest tree-top path in nearby Kopfing.



******Hotel-Restaurant
Minichmayr**

A-4400 Steyr
Haratzmüllerstraße 1-3
Phone +43/(0)7252/53410
Fax +43/(0)7252/48202
office@hotel-minichmayr.at
www.hotel-minichmayr.at



Located on the most beautiful square in Steyr, where the rivers meet, with a unique panoramic view. Top restaurant, 'Flößerstube', romantic rooms, business centre, spa area, private parking. Number of rooms: 45

SR N/B from € 70,00 p.p.
DR N/B from € 60,00 p.p.
HB surcharge from € 20,00 p.p.



******Landhotel Mader**

A-4400 Steyr · Stadtplatz 36
Phone +43/(0)7252/53358-0
Fax +43/(0)7252/53358-6
mader@mader.at
www.mader.at



Our ****Hotel is nestled in the heart of the historic part of town. Modern convenience in symbiosis with Renaissance architecture conveys an unrivalled atmosphere. Number of rooms: 59

SR N/B € 75,00-105,00 p.p.
DR N/B € 62,00-87,00 p.p.
HB surcharge € 20,00 p.p.



******Stadthotel Styria**

A-4400 Steyr
Stadtplatz 40-42
Phone +43/(0)7252/51551
Fax +43/(0)7252/51551-51
info@styriahotel.at
www.styriahotel.at



Right by the romantic town square, this historic hotel has comfortable rooms, imperial suites, a hotel bar, a gothic conference room, two restaurants and a cocktail bar. Number of rooms: 43

SR N/B from € 75,00-102,00 p.p.
DR N/B from € 55,00-80,00 p.p.
HB surcharge € 15,00 p.p.



******Parkhotel Steyr**

A-4400 Steyr · Eisenstraße 18
Phone +43/(0)7252/47831
Fax +43/(0)7252/47831-209
parkhotel@styriahotel.at
www.styriahotel.at



Our ****hotel offers standard rooms, luxury rooms and suites, a spa area with swimming pool, restaurant with outdoor dining area, hotel bar and free parking spaces right outside the building. Approx. fifteen-minute walk to the centre. Number of rooms: 43

SR N/B from € 70,00 p.p.
DR N/B from € 55,00 p.p.
HB surcharge (4-course) € 18,00 p.p.



*****Schwechaterhof**

A-4400 Steyr
Leopold-Werndl-Straße 1
Phone +43/(0)7252/53067
Fax +43/(0)7252/477054
office@schwechaterhof.at
www.schwechaterhof.at



Our traditional beer tavern is located right beside the Stadtpfarrkirche church, 2 minutes from the town centre. Speciality beers changed monthly, beer garden. 7 comfortable non-smoking guest rooms (Wi-Fi), bike rental, member of the upper Austrian KultuWirte. Number of rooms: 7

SR N/B € 62,00 p.p.
DR N/B € 47,00 p.p.



*****Gasthof Pöchhacker**

A-4400 Steyr
Sieminger Straße 122
Phone +43/(0)7252/73 173
Fax +43/(0)7252/73 173-13
info@gasthof-poehchacker.at
www.gasthof-poehchacker.at

We cordially invite you to our "Gasthof am Wiesenberg" with its cosy garden to relax in. Only 10 minutes away from the old town. Traditional, regional cuisine. Free hotel car park. Free Wi-Fi. Number of rooms: 30

SR N/B € 52,00 p.p.
DR N/B € 40,00 p.p.



- 1 Christkindl pilgrimage church in winter
- 2 Music festival at the castle moat
- 3 View of the confluence of the rivers Enns and Steyr
- 4 Night watchmen on the Stadtpfarrkirchturm tower

TOWN TIP

**Musikfestival Steyr
28th July – 13th August 2016**

In the romantic open-air atmosphere of Lambeg Castle, director Karl-Michael Ebner presents "Wiener Blut" from Johann Strauss, along with many crowd favourites from the Vienna Volksoper (people's opera). For little theatre-goers, there is a theatre workshop to take part in and an enchanting fairytale musical in the baroque Steyr theatre. Film lovers will be thrilled with the "Kino unter Sternenhimmel" ("Cinema under the starlit sky") series.

www.musikfestivalsteyr.at

SPECIAL OFFER

"Steyr – Naturally romantic"

- 2 nights in a ***inn or an optional ****hotel
- Daily breakfast buffet
- Adventure tour through Steyr
- Trip on the Steyr Valley Railway
- Entry to the museums in Steyr
- Up to 25% off for premium partners

***inn/hotel ab € **113,90** p.p.

****hotel ab € **139,90** p.p.

Only bookable directly with the hotels.



1000 years of romance, day after day

It's good to know that the Romantic Route from Salzburg to Vienna passes directly by Steyr, a veritable treasure trove of delights boasting one of the most beautiful squares in Europe, the Bummerlhaus as a famous landmark, small farmers' markets and fashionable shops, culinary delights from Upper Austria and the sense of joie de vivre that comes with it.

It's also good to know that this treasure chest is open to visitors. The confluence of the rivers **Enns and Steyr** can be seen to symbolise the fusion of different style periods such as **Gothic, Renaissance and Rococo**. The picturesque **private town houses** lining the historic town square tell a fascinating story – a story that dates back over 1,000 years, with the first recorded mention appearing in 980 A.D. Steyr is an important town that was granted a town charter and comprehensive trading rights by **Duke Albrecht I** in 1287. After the settlement and its castle fell victim to flames in 1727, the Counts of Lamberg rebuilt **Lamberg Castle** in the Baroque style – and so it can be seen today.

Economic crises came on the heels of a turbulent history (including fires sweeping the town), but ended with a bang, so to speak, in 1864, when mass production of Josef Werndl's **Hinterlader** rifles brought prosperity to the town and turned Steyr into the "armourer of Europe". And so the course was set for **vehicle development and production**. Today, Steyr is a lively centre that blends modern life, tradition, design, and both trendy and traditional cuisine. Its pubs and cafés get the town's pulse racing, while a shopping spree of any description is just as popular as visiting

the **Christkindl pilgrimage village** with its Christmas Post Office (only during Advent) and manger show, as well as meeting the Christ Child of Steyr.

In general, though, the sights are well worth your time. The **Stadtmuseum** (town museum) with its amazing collection of art and cultural history is just as worth seeing as the 15th century **Dunklhof**. The Gothic **Bummerlhaus** is still the emblem of the town, even if you'd never guess as much from its history. The name comes from the heraldic animal of the former "Gasthaus zum Goldenen Löwen" (Golden Lion Inn), which guests nicknamed the 'Bummerl' ('plump little dog') because this small and far-from-powerful lion instead looked like a cross between a dachshund and a poodle. The **Rathaus** is one of Austria's most significant Rococo architectural monuments. The **Arbeitswelt Museum**, a museum of industry located in the moat, **Eisenuhrenmuseum** with clock/watchmaker workshop and the **1st Austrian Christmas Museum** with – believe it or not, 18,200 Christmas tree decoration exhibits from 1800–1945 – introduce visitors of all ages to the most varied of worlds. The newly opened **Stollen der Erinnerung** (museum) located beneath Lamberg Castle also looks at the history of Steyr during the time of National

Socialism. The **Nightwatchman Tours** breathe a bit of mystery into the town: "night-time tours" or culture by day. Whatever your appetite, there are excellent opportunities to satisfy it, for example at the **Grün- und Bauernmarkt** (farmers' market) held at the Stadtplatz on Thursday and Saturday mornings. You should definitely try the **Most and Mostsekt** (cider), or **Steyrer truffles** and **Steyr Torte** (cake) from the Schmidt confectioner, **Steyrdorf Dachschildeln** – delights by the Fröhlich Bakery – as well as some **schnapps specialities made by Purkhart**.

If that sounds like too much of a good thing, then the untamed beauty of the **Kalkalpen National Park** lies outside the town gates, ready for any kind of activity. Hikers, cyclists and horse riders will find all sorts of trails and destinations around Steyr, such as the **Ennstal- and Steyrtalradweg** cycling trail. Those who prefer to conserve their strength can take the oldest narrow gauge railway in Europe, the **Steyrtalbahn**, for a romantic trip into the countryside, or perhaps explore the protected area in the Steyr floodplains by **Segway**, or even up to the Damberg.

Steyr Card

Eight services included such as a trip on the Steyrtal railway, adventure walks, museum visits, admission to the National Park visitor centre in Ennstal, one hour of e-biking and much more. Up to 25% discount at 10 premium partners. Valid for 1 year from the date of issue, price: € 19,90



LAKE TRAUNSEE SHIPPING COMPANY
Karlheinz Eder GesmbH · A-4810 GMUNDEN
Sparkassengasse 3 · Tel. +43 (0)76 12/66 700
info@traunseeschifffahrt.at

Current daily information at:
www.traunseeschifffahrt.at



2014! - 175 YEARS LAKE TRAUNSEE SHIPPING COMPANY

CHARTERED BOAT TRIPS:

Treat yourself to a private chartered boat trip

SCHEDULED BOAT TRIPS:

As per fixed timetable from May to October

THEMED BOAT TRIPS:

Our ships are the ideal platform for all kinds of events such as: Jazz on the steamboat, fairy tale and legend boat, trips to the lake festivals, winter trips, candle light dinner trips, mother's day trips and much more.



***** Superior Landhotel Grünberg am See - Kochschule**

A-4810 Gmunden
Traunsteinstraße 109
Phone +43(0)7612/77700
Fax +43(0)7612/77700-33
hotel@gruenberg.at
www.gruenberg.at



In the best location beside the eastern banks of lake Traunsee. 35 comfortable rooms, cookery school and courses, beach, sauna, steam bath, wine cellar with a wine tavern and much more. Number of rooms: 35
DR N/B from € 60,00 p.p.
EZ N/B from € 73,00 p.p.



****** Seehotel Schwan**

A-4810 Gmunden
Rathausplatz 8
Phone +43(0)7612/63391-0
Fax +43(0)7612/63391-8
office@seehotel-schwan.at
www.seehotel-schwan.at



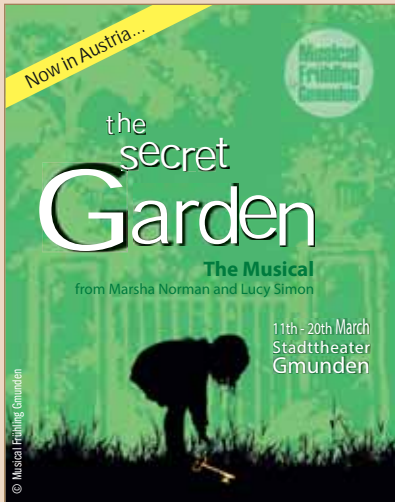
On the eastern shore, the sunny side of Lake Traunsee.

DR N/B € 80,00 p.p.
EZ N/B € 85,00 p.p.



The Grünberg - relaxation and perfection high above Gmunden

Spacious new cable cars transport visitors up Gmunden's local landmark mountain, where a comprehensive range of options awaits. Why not race down towards the valley on the summer toboggan run, test your skill at the low ropes course, enjoy great food up on the peak at the Grünbergalm or at the Ramsaualm by Lake Laudach, make the most of over 20 kilometres of hiking trail network or simply sit back and enjoy the view. www.gruenberg.info



**Musical Frühling Gmunden (Gmunden's Musical Spring)
"The Secret Garden"
11th to 20th March 2016**

After Willy Russell's success with "Blood Brothers" last year, the Musical Frühling Gmunden is going to present another top-quality international production this year. With over 700 performances on New York's Broadway, successful productions in London and Australia, and numerous awards, e.g. a "Tony Award" for best book, "The Secret Garden" is still considered to be a secret tip within the familiar world of theatre. This greatly moving musical is now going to be witnessed in Gmunden's town theatre, and also for the first time in Austria, as a professional theatre production. Stars of the musical scene and a top-class orchestra guarantee musical entertainment of the highest standard. Be there to witness a show with true Broadway feeling by lake Traunsee in Gmunden!

Information and tickets at www.musical-gmunden.com



**Osterfestival (Easter Festival) by Traunsee
19th March to 3rd April 2016**

The Easter festival, which will take place for the third time in 2016, has earned itself a fixed place in Gmunden's already bulging events calendar since its successful premiere in 2014 and the more than successful second event last year, and is an absolute highlight of spring. For this year's event, the Salzkammergut festival in Gmunden in cooperation with the Traunsee holiday region has once again devised a brilliant and diverse programme with a mixture of art by national and international artists, various concerts from all sorts of genres, readings of numerous literary works and much more, appealing to a wide-ranging audience of art lovers and culture enthusiasts. The eclectic programme is rounded off with Easter customs like traditional "Antlass" singing and an Easter market in Gmunden's Rathausplatz (town hall square).

Further information at www.traunsee.at.



- 1 Original "Stanglsfisch" ("skewered fish")
- 2 Seeschloss Ort (castle on the lake)
- 3 Gmunder town hall with bells
- 4 Gmunden from the air

TOWN TIP

**30th Salzkammergut Festival in Gmunden
July and August 2016**

With a diverse and multifaceted programme of the highest quality, the Salzkammergut festival in Gmunden under the seasoned and creative directorship of Jutta Skokan offers an especially diverse and top-quality programme from all sorts of artistic and cultural fields for the 30-year jubilee in the cultural summer of 2016 with many national and international artists. So on top of the usual melange of music, theatre, readings and much more, guests can get ready for some very special delicacies at this year's Salzkammergut festival in Gmunden.

Information at www.festwochen-gmunden.at.

SPECIAL OFFER

"Pleasure and wellbeing at Lake Traun"

Bookable from 14. May to 09. October 2016

- 3 nights with breakfast in a private guest house or a ***hotel or **** Hotel
- 1 x "fisherman's menu" at the lakeside tavern Hois'n Wirt
- 1 x romantic 3-course menu at the Bootshaus in Traunkirchen
- 1 x coffee break at the Baumgartner confectionery shop
- 1 x day admission to the Salzkammergut thermal spa in Bad Ischl
- 1 x small souvenir

Boarding house from € 264,- p.p.

***** Hotel from € 330,- p.p.**

****** Hotel from € 363,- p.p.**

Detailed information available at www.traunsee.at or book@traunsee.at



2

© Toscanapark Traunsee



3

© Toscanapark Traunsee



4

© R. Weisauer

A wondrous Traunsee town

A fairy tale can be told or read, heard or written, but in Gmunden a fairy tale can be experienced first-hand. Every good fairy tale needs fabled mountain ranges that watch over legends and stories as if they were treasure, and characters that triumph over evil. Above all, however, one needs time to enjoy it.

Romance and joie de vivre, the charm of history and the vibrancy of the here and now, are present with every ripple of Lake Traunsee. To every visitor, Gmunden reads like a book of fairy tales. Already an important settlement in the **Celtic period**, over the centuries Gmunden also became an important trading centre for the **salt trade** that flourished here at that time. In the **19th century**, **Emperor Franz Josef** regularly so-journed at the **Hannoverian Royal House**, which other European nobles also visited, before his summer visits to Bad Ischl. Many artists such as **Brahms, Schubert, Strauss, Lenau** and **Hebbel** also stayed in Gmunden. Its **monuments** and **castles** today bear witness to the illustrious period that was the start of tourism in Gmunden.

The historic portrait is, of course, far more detailed, but the current appearance of the **SMALL HISTORIC TOWN** of Gmunden reflects its **eventful past**. Particularly distinctive is the **Rathausplatz** (town hall square), which is the only one in Austria to be situated directly by the lake. The 16th century **Renaissance Town Hall** attracts plenty of visitors with its **ceramic glockenspiel** made especially in the ‘ceramics town’ of Meissen, frequently leaving them spellbound for a few minutes as they listen to the bells. The Old Town is beautiful to

see with its **Late Gothic** houses and numerous small courtyards. Last but not least, the **Ort Castle** on the lake, which first appeared in written records in 909 as “Veste Ort”, is a particular draw when strolling along the shore promenade. It is likely that you will spot the **Gisela** out on the lake, the oldest paddle steamer still in operation in the world, built in 1871.

Gmunden is a town of ceramics – its world-famous reputation is owed mainly to Gmundner Keramik, one of the oldest manufacturers in Central Europe. The “grüngeflamte” design (specially treated surface) is widely known around the world. There are two more **art ceramic workshops** in the Old Town, while the **K-Hof** (Kammerhof Museen Gmunden) presents the history of Gmunden and Lake Traunsee over an area spanning 2,000 m²; ceramic is a recurrent theme throughout the exhibitions. The **Gallery Schloss Weyer** with the Meissen Porcelain Museum and focal events, such as the annual international pottery market that takes place on the last weekend of August, round off the trip into the world of pottery art. Nostalgia-lovers can take a ride on the **world’s smallest and steepest tramway**, whose antique yet well-maintained cars run on special occasions. With all these attractions, you are likely to work up an appetite, which does not present any real

problem thanks to Gmunden’s range of delicacies. Gmunden is particularly well-known for its excellent **fish specialities** fresh from Lake Traunsee, while sweet temptations such as the **Schloss Ort Kugeln chocolates** or **Schloss Ort truffles**, as well as **Schwaneneier** (swan’s eggs) only go to prove the confectioners’ skill. Not forgetting the **cheese** and **dairy products** from the Gmundner Milch dairy for your delectation.

Sports enthusiasts will love the **varied hiking and mountain biking region of Grünberg**. There are also **water sports** of every description, as well as golf, tennis, horse riding and much more – at Lake Traunsee you can be as active as you like. Anglers too will find true paradise at the end of their hook with the fishing grounds at the River Traun and Lake Traunsee, while **nature lovers** can simply set off into the wilds of the Kaltenbach or head for the crystalline Lake Laudachsee to the rear of the Traunstein. And if you still haven’t seen Erla the Giant or the Water Nix at Lake Laudachsee, then perhaps you should linger for a few more days and open your heart and mind to the fairy tale world of Gmunden ...



GMUNDEN



*****Altstadthotel Mayrbräu** Every room is one of a kind with exclusive furnishings in Braunau's historic town centre. ADFC certified. Number of rooms: 35

A-5280 Braunau am Inn
Linzer Straße 13
Phone +43/(0)7722/63387
info@mayrbraeu.at
www.mayrbraeu.at

SR N/B	from € 56,00–80,00 p.p.
DR N/B	from € 46,00–56,00 p.p.
3 beds N/B	from € 45,00 p.p.



*****Hotel am Theaterpark** Comfortable hotel in the historic heart of the city. Ideal for cyclists. ADFC certified. Number of rooms: 26

A-5280 Braunau am Inn
Linzer Straße 21
Phone
+43/(0)7722/63471
office@hotel-neussl.at
www.hotel-neussl.at

SR N/B	from € 46,00 p.p.
DR N/B	from € 35,00 p.p.
3 Bett Ü/F	from € 27,00 p.p.



*****Schüdlbauer's** An atmospheric tavern culture and modern bar atmosphere awaits you in the heart of the idyllic square courtyard. Number of rooms: 11

A-5280 Braunau am Inn
Auf der Haiden 76
Phone +43/(0)7722/64545
Fax +43/(0)7722/64545-25
gasthof@schuedlbauers.at
www.schuedlbauers.at

SR N/B	from € 58,00 p.p.
DR N/B	from € 44,00 p.p.
Suite Ü/F (max. 5 P.)	from € 60,00 p.p.



Hotel Gann The hotel is located right beside the town square amidst a wealth of attractions. Number of rooms: 16

A-5280 Braunau am Inn
Stadtplatz 23
Phone
+43/(0)7722/63206
selmagann@gmail.com
www.hotelgann.at

SR N/B	from € 34,00 p.p.
DR N/B	from € 24,00 p.p.



Hotel Post The romantic Stadthotel Post has a long history and is located in the centre of Braunau's historic old town. Number of rooms: 23

A-5280 Braunau am Inn
Stadtplatz 10
Phone
+43/(0)7722/63415
info@hotel-post-braunau.at
www.hotel-post-braunau.at

SR N/B	from € 47,00 p.p.
DR N/B	from € 37,50 p.p.



Salzburger Hof Enjoying a central location between the old town and recreation centre, the Gasthof offers comfortably furnished rooms. Number of rooms: 4

A-5280 Braunau am Inn
Salzburger Straße 55
Phone
+43/(0)7722/63154

SR N/B	from € 45,00 p.p.
DR N/B	from € 32,50 p.p.



Privatzimmer Zechmeister-Rossmann With an idyllic location at the edge of the forest, Zechmeister-Rossmann offers comfortably furnished rooms, a pool and a separate apartment. Number of rooms: 3 plus 1 apartment

A-5280 Braunau am Inn
Am Wald 10
Phone
+43/(0)699/113 951 21
a.zech.ross@gmail.com
amwald.zechmeister.co.at

SR N/B	from € 32,00 p.p.
DR N/B	from € 27,00 p.p.
Appartm.	€ 60,00 + € 20 for cleaning



Further Accommodation
You can find further accommodation on our website
www.tourismus-braunau.at
We wish you a wonderful stay in our delightful town.



- 1 Linzerstraße (Linzer street)
- 2 Malerwinkel (painters' corner)
- 3 Historic old town

TOWN TIP

Celebrate and enjoy with us!

There's always something to experience in Braunau. Stroll through markets in a town that is alive with historic atmosphere; dance and amuse yourself at our festivals and enjoy the beauty of Braunau and its natural surroundings.

- 9th February Fasching parade
- 2nd April Spring concert in the events centre
- 28th-29th May Braunauer Radsporttage (cycling festival)
- 11th June Open-air music in the town square
- 25th June Linzerstraßenfest (Linzer Street festival)
- August International horse shows
- 23rd-25th Sept. Braunauer Zeitgeschichte Tage (Contemporary History Days)
- 1st-18th Dec. Christmas market in the Palm-park (every Thurs-Sun)
- 10th December Advent singing
- 31st December New Year's Eve concert

SPECIAL OFFER

"Culture & Pleasure by the River"

Behold the oldest and largest town of the Innviertel with its local delights, chequered history, fascinating stories and mystical squares.

- 1 overnight stay with breakfast in a ***star hotel
- 1 guided tour through the picturesque historic old town
- 1 visit to the smallest wheat beer brewery or to the award-winning Obergut open distillery (inc. Tasting)
- 1 museum combo-ticket (Bezirksmuseum Herzogsburg, Heimathaus and historic bathhouse – Vorderbad)
- 1 bicycle for 2 days to explore the region

DR from € 67,80 p.p.

Single room available on request.
Booking requests to Tourismus Braunau am Inn



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© jpmx



BRAUNAU AM INN

Historic jewel on the banks of the Inn

The small Gothic town of Braunau is situated beside one of the most important rivers in Central Europe, the Inn. Traces of its eventful history can be sensed in many lovingly restored buildings, streets, alleys and squares that could all tell exciting stories of heroes, occupations, dukes, kings and emperors. Art and culture are held in high esteem here, with culinary delights to match.

Braunau has enjoyed **town status** since 1260 – also the year that the first bridge was erected over the River Inn. The town was first mentioned in records as “**Prounaw**” in 1110. The river eventually helped its citizens gain prosperity and prestige: **shipyards**, the **salt trade** and the art of **beer brewing** all began to flourish. Thanks to its strategically important location, Braunau repeatedly won favour as a residence or a base for military campaigns and incursions. The “**Eiserne Ross**” is one of the emblems that recalls the occupation and capture of this formerly Bavarian town by the Austrians during the country’s War of Succession. Braunau’s affiliation with Bavaria is, incidentally, still visible in its city arms.

Famous names of kings and emperors such as **Napoleon**, who spent some time in Braunau on his way to Vienna, as well as historic figures such as the Nuremberg bookseller, **Johann Philip Palm**, executed by the French for high treason, characterise the town’s historic legacy. The **Palmpark** – which, like the **Jägerstätterpark**, is a popular spot for both locals and visitors – was built in his honour. In winter it also used to provide an enchanting backdrop for the Braunau Christmas Market. The eventful history of the town continues into the modern

age, when Braunau served as a prisoner of war camp (as a town within the town) during the First World War, mainly for Italian prisoners. The **k.u.k. Marine Academy** was also stationed here from 1915 to 1918. A memorial stone commemorates the victims of the Third Reich outside the **house in Salzburger Vorstadt 15**, where Hitler was born.

An impressive example of late Gothic architecture is supplied by the mighty 15th century **Staffelhallenkirche** (hall church), whose tower is the sixth-highest in Austria. It is a true emblem of the town, as well as of the River Inn region, and can be climbed in 192 steps. The outer walls of the church are decorated with valuable Renaissance epitaphs, including one for the famous former mayor, **Hans Steininger**, the “man with the long beard”.

Among the unique works of art characterising the Braunau townscape are the **bath houses**, still preserved in their original condition, with the idyllic **Malerwinkel**, or the 14th century **Glockengießerei** (bell foundry) in the **Heimathaus**, in operation until the end of 1896. This is also where you’ll find the **Heimatstube der Donauschwaben** (House of the Danube Swabians),

who found their new home in Braunau. An eye-catching sight at the eastern end of the Torturm is **Braunau’s tower** with its high pavilion roof. It is the oldest and, at the same time, the first brickwork building dating from the founding time of Braunau. The former **Augustine Chorherrenstift** can only be visited from outside, but is bookable for weddings. Situated amid the **Lower Inn European Reserve**, Braunau also has far more to offer than historic milestones alone. The Bavarian-Upper Austrian nature reserve spans 55 river kilometres. With waterfalls, mud flats and islands comprising an area of 5,500 hectares, it serves as a wonderful refuge for many rare creatures.

The fact that the people of Braunau take sumptuous delights very seriously is down to the variety of the cuisine. Traditional, individual, unique and international – whether regional cuisine, wine bars or confectioners, the gastronomy here is the perfect invitation to linger. The weekly **Grünmarkt** (“green market”) in the town square or **Farmers’ Market** at the trade fair centre present regional delicacies and prove an extremely tempting places to stroll and sample...



Popes and emperors

A veritable slice of paradise can be found in charming little towns that abound with precious cultural treasures, and truly enhance our itinerary. The Emperor's summer residences, papal centres and pilgrimage sites still have a wide appeal and welcome travellers who wish to explore them.

This time, our journey starts off at the **imperial town of Bad Ischl**, the spa town where Emperor **Franz Joseph I** would spend his summer vacation. A place where art, culture and nobility came together during the most beautiful time of the year, and where merchants met princes and emperors. As we still have a distance of approx. 300 km to cover, we leave the heart of the **Salzkammergut** and head off in the direction of the **Auseerland**. But first we travel past **Bad Goisern** at **Lake Hallstatt**. To see the world-famous **Hallstatt** at the southern end of the lake, we are more than willing to make a detour of a few kilometres. Incidentally, Chinese architects were so enthusiastic about this **World Heritage Site** that they even replicated it in their country. The region's enormous salt deposits were discovered more than 4,000 years ago, but this "white gold" is still mined today in the **oldest salt mine in the world**.

Natural wonders and monasterial treasures

Our journey continues through the **Styrian Salzkammergut** to the idyllic villages of **Altaussee** and **Bad Aussee**. Only visitors to the **Auseerland** can possibly be given such a warm welcome, with chalk-white mountains, mountain forests, meadows ablaze with flowers, crystal clear lakes and views of the **Dachstein massif** or of the faraway **Großvenediger**. We then continue to the Ennstal and finally reach **Liezen** and **Admont**.

As the beautiful landscape only grants us a short breather, we take advantage of the moment to go and see something very special – one of the most impressive cultural treasures in the land. As one of Austria's greatest neo-Gothic sacred buildings, the **Admonter Münster** (cathedral) is modelled on Regensburg Cathedral. The **Benedictine monastery library** has





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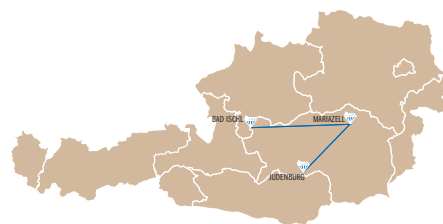
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Bad Ischl – Mariazell – Judenburg TOUR 4

housed 200,000 volumes – of which more than 1,400 are handwritten – for almost one thousand years, and has the largest **monasterial library** hall worldwide. The monastery library is one of Styria's most important cultural monuments and is considered to be one of the great complete works of art dating back to the European late baroque period. Awed by our cultural experience, we continue our journey eastwards through fascinating natural landscapes, through the **untamed environment of Dürrenstein** and the **Kalkalpen** and **Gesäuse** – national parks whose breathtakingly wild beauty leaves us gazing in wonder at the **twin peak of the Hochtorn** (2,319 m). Along the border of the federal states of Lower Austria and Styria, and northward over the **Wildalpen**, we finally arrive at the picturesque village of **Mariazell**. This is one of Austria's most important pilgrimage sites and frequently a highlight of papal visits. From here we turn southwards to dip into Upper Styria, surrounded by the forests of **Finsterwald** and **Schwarzwald**.

And finally: Enjoying life to the full

From here our journey continues along the **Murtal** to the **merchant town of Judenburg**, in former times an important trading town and centre of the clergy. In this lively, friendly town, our tour concludes with a hearty, invigorating meal: perhaps a Brettljause (cold cut platter), roast venison or maybe even a Zirbenschnaps (Swiss stone pine schnapps). We soak up the Mediterranean atmosphere of today's district capital and enjoy the natural beauty of the surrounding **Zirbenland** (land of the Swiss stone pines).



- 1 Hallstatt
- 2 Autumn atmosphere in the Wildalpen
- 3 Gesäuse/Enns National Park
- 4 Mariazell
- 5 Admont Ennstal Monastery
- 6 Library Admont Monastery
- 7 View over Bad Ischl



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OUR PACKAGE DEAL:*

"Popes and Emperors"

- 3 nights with a breakfast buffet (1 x Bad Ischl, 1 x Mariazell, 1 x Judenburg)
- A break at the imperial and royal courtyard Konditorei Zauner in Bad Ischl including 1 cup of coffee/tee and 1 piece of imperial cake
- Original Pirker Lebkuchen gifts in Mariazell
- Entry to the Sternenturm (star tower) – Planetarium Judenburg (3D show incl. presentation about our starry sky)
 - A small gift to remind you of your mini-break

+ FREE TRAVEL GUIDE
200 pages on Austria's SMALL HISTORIC TOWNS

***Hotel p.p. in a DR from € 216,-

****Hotel p.p. in a DR from € 306,-

* Valid from 1st May to 31st October 2016. Info and booking at Salzkammergut Touristik, Götztstraße 12, A-4820 Bad Ischl, Phone+43/(0)6132/24000-0, office@salzkammergut.co.at, www.salzkammergut.co.at



******EurothermenResort Bad Ischl – Hotel Royal**

A-4820 Bad Ischl · Voglhuberstraße 10
Phone +43/(0)6132/204-0 · Fax +43/(0)6132/204-2666
royal@eurothermen.at · www.eurothermen.at

Enjoy the EurothermenResort and the ****Relaxhotel Royal in the centre of Bad Ischl; relax in the Salzkammergut thermal spa with sauna world and benefit from the health treatments offered in the Physikum. Included: Admission to thermal spa and saunas, underground car park, "pamper" half-board, bathing area on Lake Wolfgangsee (summer).

DR Classic/Superior	€ 124,00-178,00 p.p./T.
SR surcharge	€ 15,00 p.p./T.
DR de luxe Classic/Superior/Kristall	€ 139,00-204,00 p.p./T.
Panorama-Suites, Kristall-Suite	€ 159,00-229,00 p.p./T.
K.F.J.-, Sisi- and Royal-Suite	€ 467,00-742,00

(Price for up to 4 people max.)



******Hotel Goldenes Schiff**

A-4820 Bad Ischl
Adalbert-Stifter-Kai 3
Phone +43/(0)6132/24241
Fax -DW 58
hotel@goldenes-schiff.at
www.goldenes-schiff.at

A lifestyle hotel right in the town centre beside the river Traun with views over the Leharvilla, very close to Eurotherme and Konditorei Zauner. Number of rooms: 56

SR N/B	from € 60,00 p.p.
DR N/B	from € 48,00 p.p.



*****Hotel Garni Sandwirt**

A-4820 Bad Ischl
Eglimoosstraße 4
Phone +43/(0)6132/26403
Fax +43/(0)6132/26403-6
office@sandwirtschl.at
www.sandwirtschl.at

Peaceful location. 5 minutes' walk from the heart of the town, conference centre and theatre building. Free internet access. Cycle rack. Number of rooms: 22

SR N/B	€ 55,00-68,00 p.p.
DR N/B	€ 42,00-52,00 p.p.



Die Trinkhalle – Guest House and Events Centre

Ischl's Trinkhalle was built between 1829 and 1831. This original building was primarily influenced by classicist shapes like the pillar ambulatory and a cubic frieze along the cornice. Between 1851 and 1853, two extensively glazed wings were added: the building was refurbished to mark the 2008 state exhibition.

As a "guest house", the Trinkhalle is now the cultural hub of the town and serves as a venue for various events. In addition to this, the Trinkhalle has been home to the (Tourismusverband) tourism association, town marketing and a cultural platform since 2008. The spaces in the Trinkhalle are also available for hire.

Tourismusverband Bad Ischl – Trinkhalle
A-4820 Bad Ischl · Auböckplatz 5
Phone +43/(0)6132/27757 · Fax +43/(0)6132/27757-77
office@badischl.at · www.badischl.at



Ischler Gulden (Guilder)

Over 200 trading enterprises from Ischl town centre trust in the value of our coins made from the finest Nordic gold and in doing so raise the guilder to becoming the imperial town's official currency. Beautiful motifs, excellent production quality and the option of getting coins with a value of 10-50 euros make the guilder an ideal gift for every occasion.

For further information or to place an order go to www.badischl.at



Salzkammergut Winterwärme (Winter Warmth)

From November 2015 to Easter 2016, accommodation establishments offer their guests special deals for their quality accommodation and additional services. Naturally, entry to one of the three wellness oases is included with every stay. (EurothermenResort Bad Ischl, Narzissenbad Bad Aussee, Wellnessalm St. Wolfgang)

Further information at www.salzkammergut.at/winterwaerme



- 1 Leharvilla
- 2 Aerial photo
- 3 Kaiservilla (Emperor's villa)
- 4 Kurpark

TOWN TIP

**It's all about the emperor! Right??
11th-18th August 2016**

With lots of charm, a little nostalgia and a healthy dose of ironic entertainment, the imperial town is going to serve a colourful cocktail of hospitable festivities when it comes to Emperor Franz Joseph's birthday. There will be something to serve everyone's taste, from an imperial golf tournament, imperial celebrations, imperial strolls, trotting in memory of Emperor Franz Joseph and imperial fairs to the imperial evening. The historical, the modern, the anecdotal and prominent, glamorous costumes with authentic traditional garb merge together into one lovely event and give the town and its illustrious guests an imperial flair.

SPECIAL OFFER

"Imperial days of well-being"

- 2 nights with breakfast
- 1 day admission to the Salzkammergut thermal spa incl. Relaxium spa
- 1 classic massage (25 mins) or 1 Sabbia Med light therapy (30 mins)
- 1 Zaunerjause snack at the Zauner Café
- Visit to the Stadt Bad Ischl Museum
- Guided town tour (approx. 1.5 hours) MON, THUR or SUN
- Salzkammergut Card
- "Ischler Gulden" – shopping vouchers worth €10
- Spa concerts held daily, May – September

From just € 156,- p.p.

Information and booking: Tourismusverband Bad Ischl



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© Weibauer



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© 007 Tourismis



4

Imperial and eventful

It's no wonder that it was in Bad Ischl and the Salzkammergut region that the imperial story played out in the summer season. To spend the finest days of the year in this wonderful area - blessed with excellent climate, mountains, alpine pastures, forests and lakes - is simply very special.



BAD ISCHL

From whichever direction you approach the town - from Lake Wolfgangsee, Lake Traunsee or Lake Hallstätter - visitors are immediately enchanted by Bad Ischl with its picturesque townscape and numerous buildings that are steeped in history. Even today it seems to be the perfect place for an imperial summer retreat. This royal, imperial atmosphere can be felt everywhere, and that's a reflection of its history. For 60 years, the Habsburg **Emperor Franz Joseph I** would come to Bad Ischl every year for his summer vacation. And in doing so he established a tradition that is still followed in Bad Ischl today and which suits the town just like the beard suited Emperor Franz Joseph.

Peace, relaxation, rest; the chance to unwind and pamper yourself. In Bad Ischl, the opportunities for indulgence are first-class; after all, the concept of **health spa treatments** was "born" here. The **oldest saltwater spa** in Austria emerged in 1823, and just four years later, **Princess Sophie**, who had been childless up to that point, made a trip to the town for a salt water cure. Over the next few years, four "salt princes" came into the world, one of whom was Franz Joseph, who first visited Bad Ischl as emperor in 1849 and later became engaged to Sisi here. The imperial town was busy and bustling, and for 175 years or so it enjoyed an unbroken tradition as a **health resort** for

those suffering from respiratory, cardiovascular, and musculoskeletal problems. Bad Ischl was also home to many great names from the world of politics, nobility, art and culture. One of the most significant citizens was **operetta composer, Franz Lehár**, who wrote 24 operettas here. The **Lehárvilla**, which has been a therapeutic spa since 1929, can be visited today.

Bad Ischl was founded 749 years ago, but its heyday came in the mid 19th century with the construction of beautiful buildings in the historicist and Wilhelminian style. These include, in particular, the idyllic **Kaiservilla** (Imperial Mansion), which was the summer residence of the Habsburgs, and the **park**, where you can still go for a stroll. The **Marmorschlössl** ('little marble palace') was once the Empress's tea house; today it houses a photography museum. Don't miss the "**Museum der Stadt**" (town museum), where Franz Joseph and Sisi celebrated their engagement, or the **Lehárvilla**, in which the eponymous composer spent almost every summer until his death in 1948. Anyone interested in an acoustic lesson in history should attend a Lehár Operetta. Lehár himself, incidentally, was buried in the Bad Ischl cemetery, which remains the final resting place of many aristocrats and famous personages from bygone days. The biggest **Congress Centre & Theatre House** in the Salzkammergut region, which

has capacity for up to 1,200 visitors, is set amid the **beautiful spa resort grounds** and is proof that a place of tradition such as Bad Ischl is also professional in its approach to holding modern events. The town's culinary art is also steeped in imperial history. This is perhaps best reflected in the **Zaunerstollen**, a speciality made by former royal purveyor to the court, the **Konditorei Zauner** (pastry shop and café), which has supplied pastries since 1832. Today it offers around 200 varieties daily. In terms of textiles, **Schauer costumes** (since 1895) and **Bittner hats** (since 1862) are wonderful contemporary witnesses to the fact that tradition and precious handicrafts are always in fashion.

Those who explore the surroundings of Bad Ischl will never forget the majestic mountain scenery, above all Ischl's landmark mountain "**Katrin**" (1,542 m), which provides breathtaking views of three valleys and six lakes of the Salzkammergut. At a height of 2,995 m, the magnificent **Hohe Dachstein** is definitely the crowning glory here. Plus, over 100 km of hiking trails in the mountains and valley, 1,200 km of cycling and mountain biking trails, a golf course, cross-country skiing centre, tennis hall, heated park pool and the **EurothermenResort** offer plenty of diversion for almost every taste.



*****Hotel Magnusklause**
A-8630 Mariazell · Hauptplatz 7
Phone +43/(0)664/1630935
Fax +43/(0)3882/34401
office@magnusklause.com
www.magnusklause.com

Hotel Magnusklause is by the main square, right next to the Mariazell Basilica. Our hotel contains a restaurant for approx. 80 people, free Wi-Fi, a car park, lift, bar and sauna. Number of rooms: 28

SR N/B € 45,00-60,00 p.p.
DR N/B € 36,00-48,00 p.p.



******Aktivhotel Weisser Hirsch**
A-8630 Mariazell
Wiener Straße 6
Phone +43/(0)3882/31076
Fax +43/(0)3882/31076-80
info@weisser-hirsch.at
www.weisser-hirsch.at

Tradition meets modernity. Only 50 m away from the Basilica and the valley station of the Bürgeralpe mountain. Rooms with modern furnishings, a spa area with an indoor pool, a restaurant and events rooms, ideal for festivities and groups. Number of rooms: 50

SR N/B € 52,00-98,00 p.p.
DR N/B € 48,00-97,00 p.p.



******Brauhaus Mariazell**
A-8630 Mariazell
Wiener Straße 5
Phone +43/(0)3882/25230
brauhaus@mariazell.at
www.bierundbett.at

Welcome to Austria's smallest 4-star establishment with just 2 guest rooms: the Braumeister (master brewer's) room and the romantic "Wasserreich" ("rich in water") suite! Old parlours and beautiful vaults - microbrewery - excellent restaurant (partial organic certification, slow food)

BM-room € 52,00-75,00 p.p.
Suite WR € 99,00-124,00 p.p.



- 1 Gnadenstatue (statue)
- 2 erLEBZELTEREI Pirker (bakery)
- 3 View of Mariazell
- 4 Lake Erlauf
- 5 Himmelstreppe ('stairway to heaven')

TOWN TIP

VISIT TO erLEBZELTEREI Pirker Incl. tasting

"Experience traditional handicraft" - a large show bakehouse spanning more than 3.000 m², situated right next to the basilica. Peek over the shoulders of the gingerbread makers from the glass visitors' corridor to watch the handcrafting of these delicious Lebkuchen (gingerbread).

Viewing is possible without previous notice

May to December
(except Sundays and Fridays) 09:00-16:00.

More information: erLEBZELTEREI Pirker,
Phone 03882/2179, www.pirker-lebkuchen.at



******Hotel Lebzelterei - Pirker's Mariazellerhof**
A-8630 Mariazell
Grazer Straße 10
Phone +43/(0)3882/2179
Fax +43/(0)3882/2179-51
mariazell@pirker-lebkuchen.at
www.pirker-lebkuchen.at

"Lebkuchenhotel" with views of the Basilica. Spacious rooms and suites, a delicious gourmet breakfast with regional delicacies and homemade pastries. An excellent confectioner, delightful restaurant and huge Lebkuchen shop. Number of rooms: 13

SR N/B € 54,00 p.p.
DR N/B € 52,00 p.p.



*****Hotel - Café - Restaurant Schwarzer Adler**
A-8630 Mariazell · Hauptplatz 1
Phone +43/(0)3882/2863
Fax +43/(0)3882/2863-50
farcic@hotelschwarzeradler.at
www.hotelschwarzeradler.at

The family-run hotel boasts several function and seminar rooms, a hotel restaurant, a bar, a café with fabulous Schanigarten (type of pavement café) and a terrace affording a panoramic view of the famous pilgrimage church. Number of rooms: 31

SR N/B from € 45,00 p.p.
DR N/B from € 35,00 p.p.



SPECIAL OFFER

"Holidays with the sun at heart..." available from 01.05 to 26.10.2016

- Welcome drink
- Comfortable room with bath or shower/WC, radio
- Telephone, sat. TV, internet & mini-bar upon request
- Huge breakfast buffet & a 4-course evening menu
- 1 x visit to the Treasury in the Basilica
- 1 x afternoon refreshment with coffee and cakes

3 nights from € 161,- p.p.

Rate 3 = stay 4 nights when you arrive on Sun or Mon

Prices are per person per day in a double room. Additional charge for rooms overlooking the square with a view of the Basilica, €6.00 per person per day. Single room €16.00 per person per day. Additional charge for full board, €14.00.

Arrive whenever you like, extensions possible. Transfer from Mariazell Railway Station - free. Collection from home with the hotel bus - price available on request.

Hotel Schwarzer Adler · Phone: +43 (0) 3882 2863-0,
info@hotelschwarzeradler.at oder www.hotelschwarzeradler.at

Mariazeller Advent

4 advent-weekends *Thursday to Sunday and on December 8th*
„Looking for advent“ *Friday to Sunday before the first advent-weekend*

Attractions at the market:

- world's largest advent-wreath with 24 candles
- mechanical nativity scene and baroque crib
- office for christmas carols
- cable car ride up to mountain Bürgeralpe

• **Guided tours:** Gingerbread manufactory Pirker, Liqueur manufactory Arzberger, Pharmacy „Zur Gnadenmutter“, Mariazell advent path, Museum of local history

Children's program:

- lebkuchen house with angel's post office
- live nativity scene with calf, donkey and sheep
- handicraft working & decorating gingerbread
- pony riding & trip with horse-drawn carriage

www.mariazeller-advent.at



In search of a piece of heaven

The quest for spirituality is at least as old as the history of humanity itself. Energy spots, places of worship and sacred buildings usually built on these, have always held an unfailing fascination for human beings. Even if certain phenomena cannot be proven scientifically, these places have a significant impact on our cultural history and tempt you to linger for a while.

The picturesque **pilgrimage town of Mariazell** is situated right in the middle of the **Josefsberg** and **Seeberg** passes. Its **late Gothic basilica** with three impressive towers at the west façade date back to the 14th century. As one of the first major church buildings in Austria, it combines Romanesque, Gothic and Baroque architectural styles. This Austrian national sanctuary is today a spiritual and religious centre for Catholics in the area around the Danube, and the Marian sanctuary for Central Europe. Strolling through the streets and squares of this small historic town, however, soon reveals plenty more. Shops selling devotional objects line the main square, whilst former town houses and various workshops bear witness to the history of this place of pilgrimage.

Although records do not mention any enclosed settlements in what is now the Mariazell area during pre-Christian times, **Celts** and **Illyrians** knew of the salt deposits in the Halltal valley and settled here. The **Avars** began farming in the 6th century, but ore began to be **mined** in the Middle Ages. In addition to the **manufacture of weapons, art** was also a focal point. Iron tableware, kettles, reliefs, weapons, pieces of jewellery, cannons and cannon balls were all produced. By the 14th century, Mariazell was a centre of brisk **trade**. The **handicraft guilds** trained apprentices in Lebzelterei (honey gingerbread-making), candle-

making and Metsiederei (mead brewery), while cobblers, tailors, weavers, smiths and coopers also earned their livelihoods here. In the 19th century, the land was mainly cultivated by **farmers**. The harsh climate meant that businesses were predominantly in cattle and dairy farming, and there were plenty of **milkmaids** and **labourers** at work. A number of **farming customs** developed, and became tightly interwoven with the Christian calendar year. Midsummer festivals, palms, maypoles, Almbtrieb (cattle driving), Nikolo-Schifferl and Christmas nativity scenes round the year off. One particularly special example of the art of nativity scene construction is displayed at a private residence on the Kalvarienberg. This mechanical feature belonging to the Habertheuer family presents scenes from the New Testament with 130 **moving figures on a Krippenberg** (nativity scene).

The **Mariazellerbahn** – the connecting railway between St. Pölten and Gusswerk – is a masterpiece of human skill, not to mention a pioneering achievement in engineering. Completed in 1907, the railway today runs between St. Pölten and Mariazell across 17 large bridges, 136 smaller overhead crossings and through 21 tunnels. The locomotive was run firstly by steam, and later converted to electricity. The Lower Austrian Styrian Alpenbahn (railway) can be viewed on a scale of 1:87 at two of the museum rooms in the **Mariazell**

er Heimathaus. However, the museum is well worth visiting in any case – the full story of the Mariazell area has been retold here with plenty of attention to detail. The **Amtshaus** (administrative building) belonging to the former k.u.k. Eisengußwerk today houses a museum that relates the mining history of Mariazell's Gußwerk (cast iron foundry). Guided tours and working examples available by advance request.

The construction of the Mariazell railway gave the town itself an unprecedented boost in tourism, and Mariazell soon became one of the most significant **winter sports destinations** in Austria. However, the area also offers plenty of opportunities for relaxation and activity in summer too – for example the craggy **Ötschergraben** (known as the 'Grand Canyon of Austria') with crystalline streams, the **Klausgraben** along the River Salza, up on the **Hochschwab** at an altitude of 2,000 m, or on the **Ötscher**, one of the highest peaks in Lower Austria. The **Bürgeralpe** offers fun for all the family with its **Adventure World "Holzknechtland"**, as does the **Gemeindealpe in Mitterbach** with a **Monsterrollerbahn** ("downhill scooter riding"). Lush alpine meadows, such as the **Herrenboden** or the **Königsalm**, are also tempting places to visit, with traditional alpine chalets serving up tasty, hearty dishes. **Lake Erlauf**, **Lake Hubertus** and the **Mitterbach Reservoir** also provide the perfect surroundings for pure relaxation.



MARIAZELL



******1a-Garni-Hotel Steiner**

A-8750 Judenburg
 Sonnenrain 18
 Phone +43/(0)3572/83137
 Fax +43/(0)3572/83137-3
 pension.steiner@ainet.at
 www.1a-hotel-steiner.at

Make yourselves at home! This quietly located bed and breakfast at the edge of town is well-known for its hospitality. Our rooms are tastefully decorated and feature shower (some have bath), WC, TV, phone, safe, hair-dryer, radio alarm clock, minibar and internet connection. Our new lift now makes access even easier. As well as a gourmet breakfast buffet, we also offer half board in association with a high quality guesthouse in Judenburg. Number of rooms: 11

SR N/B € 53,00 p.p.
 DR N/B € 92,00 (2 P.)



*****Stadthotel Schwerterbräu**

A-8750 Judenburg
 Burggasse 3, 3./4. Stock
 Phone +43/(0)3572-44 2 59
 Fax +43/(0)3572-44 2 82
 pension.steiner@ainet.at
 www.1a-hotel-steiner.at

Stadthotel Schwerterbräu is situated right inside the historic town centre of Judenburg and provides newly refurbished hotel rooms. All 18 non-smoking rooms ensure a pleasant stay thanks to their stylish furnishing. The hotel's private roof terrace is the perfect invitation to relax, and offers a beautiful view of Judenburg's Old Town. The Murradweg R2 runs directly past the hotel, and you can reach the Red Bull Ring by car in just 10 minutes.

SR N/B € 53,00 p.p.
 DR N/B € 92,00 (2 P.)



*****JUFA Hotel zum Sternenturm**

A-8750 Judenburg
 Kaserngasse 22
 Phone +43/(0)5/7083290
 Fax +43/(0)5/7083291
 judenburg@jufa.eu
 www.jufa.eu

The JUFAH Hotel zum Sternenturm, situated in the former Jesuit monastery, has 77 beds. The spacious rooms are designed as per Goethe's chromatics and are equipped with shower, WC, TV and safe. The classic style of furnishing is in perfect harmony with the historic atmosphere of the building. The hotel was completely renovated in 2013. Along with the newly renovated rooms, guests have access to a variety of saunas, including a Finnish sauna and a heat cabin. Number of rooms: 27



- 1 Stadtturm (town tower)
- 2 Shopping in Judenburg
- 3 Körblerhaus (town house)

TOWN TIP

Adventure and Travel Diafestival El Mundo

Adventurers and globetrotters gather in Judenburg every year on the 3rd weekend of October to be awarded by an expert jury. This travellers' meeting place is a unique mix of exciting lectures about the globe, the trophies in each of the different categories are already regarded as the "Oscars of the travel lecture scene" in the German-speaking world. Speakers from 8 countries have been coming for 17 years to fascinate and inspire their audience - a world of adventure which can only be experienced at El Mundo!

Info: www.elmundo-festival.at

SPECIAL OFFER

"Stellar Moments in Judenburg"

Valid from Mon, 11.01.2016

to Sun, 18.12.2016

Experience alien planets and thermal spas! Europe's small, state-of-the-art planetarium in the highest Stadtturm in Austria abducts you away to faraway galaxies and offers a breathtaking view across the Zirbenland scenery. You can relax in the nearby Therme Aqualux thermal spring "Therme des Lichts" ("spring of light")

- 2 nights in a family or double room, incl. substantial breakfast buffet with an organic section
- Entry to the Sternenturm (star tower) - Planetarium Judenburg
- Day entry to Therme Aqualux
- Free use of the in-house sauna & spa area

2 nights from € 94,- p.p.

in a family room or DR

Info and booking:
www.jufa.eu/judenburg



Information about the tourist destination Judenburg:
www.judenburg.com
www.sternenturm.at
www.puchmuseum.at



Pine-scented history

The mix of Styrian lifestyle, Mediterranean influence, Venetian atmosphere and the best of Swiss pine sounds rather unusual at first. But they make a perfect match and offer a variety that is so typical, so cosy and so special that it could only be found in Judenburg. What you take with you is the wonderful feeling of having experienced something special with friends.

Judenburg has been a **merchant town** since 1224; its 500-year-old **town tower** proudly stands 75 m tall and has been the site of some interesting stories. Inside is the most state-of-the-art **Small Planetarium** in Europe; the glass-bottomed lift takes visitors comfortably up to lofty heights, just centimetres away from the imposing bells. After a few more steps, the **viewing gallery (42 m high)** reveals a beautiful view of the entire Aichfeld region. The next floor leads directly to the cosmos, which seems close enough to touch thanks to some spectacular dome projections.

As an important **trade town** between **Venice** and **Vienna**, Judenburg still oozes **Mediterranean charm** and has inspired many artists to create some unforgettable works. At the **Stadtpfarrkirche** (parish church), a Baroque pillar church with side chapels and a rich variety of stucco work, you will find the **Judenburg Madonna**, a life-size limestone statue from 1420. The **Jesuit Monastery** and **Jesuit Church** date back to 1364 and have a spacious Baroque four-winged structure as well as a Gothic hall church. The church of

St. Magdalena is of great significance with its frescoes and stained glass. Far more profane, yet of enormous importance to the region and Austria as a whole, is the **Puch Museum**, which brings to life the history of vehicle development and is a great experience for the whole family. The **Körblerhaus** is a private town house with a round arch and a charming courtyard, while the **Stadtmuseum Judenburg** displays a number of exhibits relating to the town and its history of art.

Modernity and **tradition** coexist beautifully in Judenburg – this can be seen, on one hand, in its **folk culture, customs, farmers' market** and the hustle and bustle of the town, as well as in the **Beisl (pub) scene**, on the other. Judenburg is a **SMALL HISTORIC TOWN** worth experiencing and loving, which knows how to bring **artistic activities, festivals** and **market life** into harmony with the unspoiled nature of the **Zirbenland** region. Amongst the **culinary delights**, the Swiss pine dominates the menu. It features anything and everything that can be made from and with **Swiss pine: schnapps, syrup** (non-alcoholic variety), **vinegar**,

aspic, Zirbenkugeln (chocolate truffles with a shot of Swiss pine schnapps), and **Swiss pine cake**. The finest venison from the region's forests, award-winning **Murtaler Steirerkäs' cheese** and hearty Brettljäusn (cold cut platter) are, of course, part of the selection, too. Thus fortified, you can set off into the **Zirbitzkogel region**, for example, and admire the radiant red hues of the lush mountain pastures – because in May and June the Alpine roses are in full bloom in the Seetal Alps. The slopes of the 2,396 m high Zirbitzkogel feature glassy mountain lakes as well as unspoiled scenery in which the Swiss pine flourishes like nowhere else in Austria: you will encounter this **"Queen of the Alps"** at every step. Rise to the challenge at the **highest treetop walking trail** near Knittelfeld, where 700 steps, 29 towers and 3 viewing platforms provide a fantastic view of the **Seetal and Seckauer Alps**. The Aqualux Thermal Spa in Fohnsdorf, Red Bull "Spielring" in Spielberg, the fairy tale forest in St. Georgen and the world's biggest gemstone fountain at the Krampl gemstone grinding shop in Weißkirchen are also special treats for young and old alike.





1

© Bärner Mänu



2

Wines and vineyards

Follow your nose and indulge your taste buds in sumptuous destinations. In Austria, a country with world-class wines and a traditional, unparalleled wine culture, you can truly indulge your senses.

Enology and philosophy come together in the 'Buschenschanken' (wine taverns) and wine cellars, the outdoor restaurants and vineyards, to make the rich blend of conviviality that is so typical of the Austrian wine regions. And wherever the glass is usually half full, rarely half empty, that's where you may lay your hat...

Our tour leads us from Bad Radkersburg to the north into the beautiful Baden in Vienna. To begin with, we are travelling through three federal states, Styria, Burgenland and Lower Austria, but what's really worth mentioning is that these are lands of culture whose significance goes far beyond their borders. We start off in southeast Austria, more precisely in Bad Radkersburg at the Slovenian border. Here, on Klöch's wine street, the Traminer is the most popular and most famous wine in Klöch with its lovely scent of roses. The twelve dedicated vintners in the region also press quality wine. The TAU vintners compose a special cuvée here using very ripe pinot blanc, pinot gris and Chardonnay

grapes. The mild climate and the fruitful volcanic soils work in your favour to continuously produce excellent, first-rate wines which can be proffered every year - Welschriesling, Sauvignon blanc, pinot blanc, Morillon, Gewurztraminer or yellow muscat. The wine taverns always invite you for tastings with hearty cold platters and the suitable fine drop of wine. The old olive presses and outdoor cellars here pay testimony to its long tradition of viticulture. They stand in contrast to today's modern cellar architecture such as the innovative wine theatre by the vintner Frühwirt.

The Schilcher Weinstraße, South Styrian Weinstraße, Thermenland Weinstraße, East Styrian Römerweinstraße - to name but a few - are vast treasure troves of pleasure and culinary delights, and the mild climate plays a big part in their beauty.



4

© Beigemann



5

© Bärner Mänu



Bad Radkersburg – Baden bei Wien TOUR 5

Gentle hills, exquisite wine

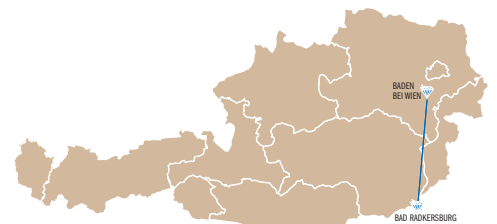
The vineyards bid us welcome from all around, giving us the sneaking suspicion that everything we need to live can be found right here. The people work hard and unflinchingly to make sure it stays that way, too. It also soon becomes clear that the springs in this region could not have found a better landscape, as peace meets happiness here every second of every day, happiness that should be enjoyed to the fullest before we resume our journey.

As we move further north, we pass a part of Burgenland to be immersed in Lower Austria soon afterwards. Gentle mountain ranges like the Semmering or the Schneeberg accompany us to the horizon. We pass the second largest city in Lower Austria, the statutory city of Wiener Neustadt. Along the southern Vienna Woods, we move in the direction of Baden bei Wien, where,

among other things, vineyards and wine taverns serving Rotgipfler and Zierfandler grapes await us. In the town that served as the imperial court's summer residence from 1803 to 1834, gardens were designed for relaxation, to be easy on the eye and close to nature.

Life's enjoyment

A walk through wonderfully nostalgic gardens or experiencing the 30,000 blooming roses in the Rosarium will certainly bring you closer to nature. And in the evening, when the journey is over and you reflect on all your experiences over a glass of wine, why not take a leaf out of the great Ludwig van Beethoven's book, who in Baden bei Wien dedicated himself not only to composing the 9th Symphony, but also to relaxation, which is clearly expressed in his words: "I would never have believed in my life that I could be as carefree as I am here."



- 1 The sensory delights of grapes at Baden
- 2 View of Baden bei Wien
- 3 Wine-growing district Bad Radkersburg
- 4 Klöcher Weinland
- 5 View of the Rauhenstein & Rauhenneck castle ruins
- 6 Pressing celebration in Bad Radkersburg



OUR PACKAGE DEAL:*

"Wines and Gardens"

- 3 nights with a breakfast buffet (2 x Baden, 1 x Bad Radkersburg)
- Vineyard trail and wine tasting in Baden's Hauvinothek (wine house)
- Entry to the Kaiser Franz Josef Museum in Baden
- 3-course vintner menu with accompanying wine in a wine tavern in Bad Radkersburg
- A small gift to remind you of your mini-break

+ FREE TRAVEL GUIDE
200 pages on Austria's SMALL HISTORIC TOWNS

***Hotel p.p. in a DR from € 224,-
****Hotel p.p. in a DR from € 312,-

* Valid from 15th April until 31st October 2016. Info and booking at Salzkammergut Touristik, Götzestraße 12, A-4820 Bad Ischl, Phone +43/(0)6132/24000-0, office@salzkammergut.co.at, www.salzkammergut.co.at



**** Superior **Romantik Hotel im Park**

A-8490 Bad Radkersburg · Kurhausstraße 5
 Phone +43/(0)3476/2571
 Fax +43/(0)3476/2085-45
 res@kip.or.at · www.hotel-im-park.at



A holiday for gourmets and those who enjoy feel-good holidays! At the ****Superior Romantik Hotel im Park, Bad Radkersburg's prime location for the feel-good factor, you can relish individual use of the spa and sauna facilities and choose between a wide range of professional beauty and therapeutic treatments with a regional touch - awarded with the 3 lilies of the relax guide. Featuring an idyllic park with romantic spots bestowing a feeling of well-being, culinary delights including specialities from the "Vulkanland", Mediterranean specialities and top Austrian wines, this is a haven for quiet relaxation where you can unwind. Number of rooms: 96

DR N/B from € 103,00 p.p.
 SR N/B from € 103,00 p.p.



**** **Hotel Sporer der Parktherme**

A-8490 Bad Radkersburg · Emmenstraße 13
 Phone +43/(0)3476/3500 42 · Fax +43/(0)3476/3500 42 121
 hotelsporer@parktherme.at · www.hotelsporer.at

History meets the present! This 4-star hotel situated in the heart of the old town combines a historical atmosphere with contemporary comfort in a very unique fashion. Comfortable individually furnished rooms reflect the history of the building. A room featuring an open fireplace and Gothic vaulting in the oldest part of the building as well as a romantic and stylish inner courtyard with fountain and flower garden create individual oases of peace. Each room offers WC, shower, hairdryer as well as internet access and flat screen TV. Just 6 minutes' walk from the Parktherme! Number of rooms: 13

DR N/B incl. admission to Parktherme from € 69,00 p.p.
 SR N/B incl. admission to Parktherme from € 84,00 p.p.



**** **Vitalhotel der Parktherme**

HBR HotelBetriebsgesellschaftmbH

A-8490 Bad Radkersburg · Thermenstraße 21
 Phone +43/(0)3476/41500 · Fax +43/(0)3476/41500-807
 office@vital-hotel.at · www.vital-hotel.at



For those who are in search of unalloyed bliss, the **** Vitalhotel of the Parktherme Bad Radkersburg is the perfect fit. The stylish atmosphere of the building, the pleasant and healthy effect of the mineral-rich thermal water of the directly adjacent Parktherme and the healing power of nature that can be perceived in and around the spa and gourmet hotel at the Parktherme ensure a one-of-a-kind holiday. Number of rooms: 147

SR N/B (including thermal bath and sauna) from € 115,50 p.p.
 DR N/B (including thermal bath and sauna) from € 105,50 p.p.



**** **Hotel Residenz Domenico**

A-8490 Bad Radkersburg
 Binderergasse 1
 Phone +43/(0)3476/2513
 Fax +43/(0)3476/40478
 hotel@residenz-domenico.at
 www.residenz-domenico.at

The smallest ****star hotel - a historical treasure in the heart of the town. The unique atmosphere of this lovingly renovated 450-year-old hotel with its exclusive suites and baths invites you to linger. Time - at a magical place. Number of rooms: 8

DR N/B from € 58,00 p.p.
 SR N/B from € 65,00 p.p.



The sunniest and most eventful BIKE region in Austria

AnRADeln - the opening BIKE event in Steiermark 07.-10.04.2016
 Tour de Mur 26.-28.05 with the Pannonisches Altstadtfest (Pannonian old town festival) on 28.05

Infos: www.badradkersburg.at



- 1 Parktherme
- 2 Townscapes - guest house leading to the Türkenloch
- 3 Main square
- 4 Strolling & Cycling

TOWN TIP

Evocative auditory pleasure

Bad Radkersburg Summer of Culture in July & August

The historic Old Town is an idyllic setting for summertime cultural experiences. The narrow streets and tranquil courtyards of this romantic 700-year-old Old Town become a stage for delightful concert evenings featuring ragtime, brass and classical music. When jazz & big band melodies ring out in July, the cosy cafés and outdoor restaurants are an inviting place to stop and listen - accompanied by delights such as fine wines and typical Styrian treats.

SPECIAL OFFER

4 days/3 nights in a deluxe single room, a junior suite or suite

- 3 nights incl. regional speciality breakfast buffet and tributes
- 1 Genuss CARD for Thermenland Steiermark/Osteiermark (thermal resorts), incl. entry to the thermal springs and bike rental
- 1 regional biking card
- 1 gourmet basket filled with regional specialities (wine, pumpkin seed oil, vinegar, honey, jam, fruit juice...)
- Snug dressing gown & sauna towel in your bathing pack during your stay
- Free parking

from € **229,-** p.p.
No single room surcharge

Booking: Residenz Domenico



Wines, guilds and culture

Everyone knows the saying “A useful trade is a mine in gold.” But it’s only when you get to Bad Radkersburg that it dawns on you – a useful trade is what makes a town great. Bad Radkersburg is a case in point in what artisan skill, courage and willpower can achieve; what an idea can produce and what a community can create.

In fact, it is a town that proves beyond doubt that craftsmanship is the basis for economic and cultural life. The town on the River Mur has always played a significant role in history. Today it takes the main role of SMALL HISTORIC TOWN in its very own play.

We first find Bad Radkersburg in official records in 1182 A.D. It has enjoyed town status since 1299 and developed into an important stronghold against Hungary. Flourishing as a **trade hub**, the town secured valuable privileges such as the “**Niederlagsrecht**” (staple right) or the “**Weinvorkaufsrecht**” (preemptive right for wine). In the 16th century, northern Italian master builders supervised works to expand the fortifications against the Ottomans. One of the most important among them was **Domenico dell Allio**, a daring fortress builder and highly talented architect, under whose leadership the master builders, masons and stonecutters expanded the **fort** and created the town as we know it today. When the monarchy collapsed and the borders were redefined, Bad Radkersburg lost half of its municipal area. Today the town lives up to its history and significance in every corner. The uniform townscape with the self-contained **Renaissance Ensemble** and **Herberstorff Renaissance Palais** greets us with a beautiful arcaded courtyard of Italian origin and a medieval tower linked to the town

fortification, clearly illustrating the need for protection in those times. The town’s landmark, however, is the **Late Gothic Town Hall tower** at the main square. The **Mariensäule** (St Mary’s column) commemorates the plague of 1680. The **Gothic parish church** with its triple-naved basilica and elaborate sandstone portal reveals a beautiful play of light inside thanks to the light glass panes. The tombstones inside and on the external walls bear witness to an old cemetery. More remains of bygone days can be found at the **Museum** situated in the **old armoury**. Passing the **town houses** and the **medieval town wall**, you suddenly feel old street cobbles under your feet. All at once you find yourself in the Murgasse street, which is cobbled with the typical “**Murnockerln**” (literally: ‘Mur dumplings’). Then it’s on to the **Frauenplatz** square, **Frauentor** gate and **Frauenkirche** church, which emerged in the Late Baroque period. The **Capuchin Monastery church**, on the other hand, dates from the 14th century.

The southern character of Bad Radkersburg perfectly fits the Styrian wine-growing region, which enjoys a favourable climate. However, that was not the only reason why the town was the only one in Austria to win the **European Gold Medal for monument preservation** in 1978. As mentioned previously, the artisanry and the guilds– **17 guild chests** reflect the high degree of



BAD RADKERSBURG

handicraft culture – laid the foundation for the wonderful atmosphere that can be soaked up while taking a walk or going on a shopping spree. Bad Radkersburg springs to life during the **Pannonian Town Festival**, when people from the town and the surrounding area gather together and music is played everywhere. With the most mineral-rich spa water, Bad Radkersburg enjoys a privileged location in Styria’s thermal springs region. The Parktherme was re-launched in 2013. Those interested in culture can happily indulge in the culinary arts, which here consist of wonderful **Styrian Backhendl** (coated, fried chicken), pumpkin seed oil and **Vulcano ham**. To complement this, there are prize-winning wines from the surrounding wine-growing region. The local wine taverns provide a typical evening out; they are easy to find on one of the signposted themed cycle paths. The **Murradweg** and the **Thermenland Radweg** are also popular cycling routes.

Hikers will equally appreciate the **Traminerweg**, the ‘**sensory wine route**’, or the **TAU Weg**. Extensive tours lead into the **Klöcher Weinstraße** (wine road) and neighbouring **Slovenia**. But all of them also lead back to Bad Radkersburg – to the guilds, to the culture and to a hospitality that is so characteristic of the local people.



****Hotel Herzoghof



A-2500 Baden bei Wien · Kaiser-Franz-Ring 10
 Phone +43/(0)2252/87297 · Fax +43/(0)2252/206646
 office@hotel-herzoghof.at · www.hotel-herzoghof.at The ****hotel has been restored to its original 1910 splendour. The Art Nouveau building was lovingly refurbished and boasts 30 modern rooms. It is situated opposite the Kurpark and casino Baden, only a stone's throw from the city centre. The Hotel Herzoghof features a café, the restaurant "Jedermanns" as well as a cinema. Art and culture lovers can choose between a wide range of events of the Bühne Baden (presentations on stage) and spa concerts. Sports enthusiasts will discover in the immediate vicinity the Baden golf course, horse race track as well as a host of facilities for riding, playing tennis, cycling or mountain biking. A small spa area rounds off the range of sports facilities!

DR single use, N/B from € 85.00 p.p. DR balcony, N/B from € 65.00 p.p.
 DR Standard, N/B from € 60.00 p.p. (room rates exclusive of local taxes)



****Gesundheitshotel Badener Hof

A-2500 Baden bei Wien · Pelzgasse 30
 Phone +43/(0)2252/48580 · Fax +43/(0)2252/48580-5720
 info@badenerhof.at · www.badenerhof.at

Enjoy your health holiday in style. Amid the Old Town of Baden, the spacious and modern Gesundheitshotel Badener Hof blends tried-and-tested tradition with contemporary comfort. The cosily furnished hotel with its 72 comfortable rooms – including ten suites – contributes considerably to your well-being. We have combined competence in medical treatments, relaxation opportunities as well as a stylish hotel ambience all under one roof, thanks to the direct access to the Badener Kurzentrum and the Roman thermal baths.

SR B/FB from € 109,00 p.p.
 DR B/FB from € 94,00 p.p.
 App. B/FB from € 112,00 p.p.
 (room rates exclusive of local taxes)



Römetherme Baden

A-2500 Baden bei Wien · Brusattiplatz 4
 Phone +43/(0)2252/45030 · Fax +43/(0)2252/45030-8304
 info@roemertherme.at · www.roemertherme.at

Health and spa pleasure, well-being and enjoying the moment – Baden's Roman Baths combines spa enjoyment with health provision. One of the most beautiful sauna and spa centres with 900 m² of water can be found under the biggest freely suspended glass roof in Europe. In the adjoining spa centre, sports fans can make the most of the varied gym, fitness and massage options.

Opening hours:
 Daily, 10 am to 10 pm
 Baths close: 9.30 pm
 Please note that the baths are closed for inspection for several weeks in summer. Dates at www.roemertherme.at



Beethoven in Baden bei Wien

Ludwig van Beethoven regularly visited Baden. He spent the summers of 1821, 1822 and 1823 in the house at "Rathausgasse 10", composing considerable parts of his 9th symphony! After extensive renovations, the "Haus der Neunten" ("House of the Ninth") has now been reopened and houses a state-of-the-art interactive museum with an on-site acoustics room, where you can experience Beethoven's deafness for yourself by means of a sound simulator!

Beethoven Haus Baden

A-2500 Baden bei Wien
 Rathausgasse 10
 Phone +43/(0)2252/25 44 88
 www.beethovenhaus-baden.at



- 1 Baden town centre
- 2 Bühne Baden – the town theatre
- 3 View across the vineyards
- 4 Badener rose garden

TOWN TIP

4th to 26th July 2016 – Baden Rose Festival

The whole of Baden will be awash with magnificent rose blossom in June as the town dedicates itself to the queen of all flowers. The cultural events of the Baden Rose Festival, during which Baden becomes the "town of roses", visitors will be attracted by their hundreds to the recently redesigned rosarium, in front of the Orangerie. The Rose Festival will kick off with the spectacular rose celebration, which will take place on Saturday, 4th June 2016 in the Doblhoffpark.

Discover 30,000 rose bushes, including 860 different varieties, planted in Baden's 75,000m² rosarium, which is steeped in 200 year of rose history.

SPECIAL OFFER

"Discover a lust for life!"

- 3 nights accommodation in a **** hotel in Baden bei Wien
- 3 x copious breakfast buffets
- 1 x welcome drink & traditional Baden coffee break
- 1 x Historical stroll through the town through the imperial town of Baden (10 am on Sat)
- 1 x Guided hike through the Vienna Woods (May to October, 2 pm on Sat)
- 1 x entrance into the Casino Baden including a glass of Sekt
- 1 x entrance into the Roman thermal baths (3 hours) or the Badener Thermalstrandbad
- 1 x Entrance into the Beethovenhaus Baden
- Baden's VIP card, including wine-tasting in the Badener Hauervinothek

from € 163,- p.p. in a DR



The magic of the rose

“I would never have believed in my life that I could be as carefree as I am here.” This surprising quotation comes from a man known to be a master of Viennese classical music and a trendsetter for the Romantic period; a man famous, above all, for his many works: Ludwig van Beethoven. He composed his 9th Symphony in Baden bei Wien and apparently derived much benefit from relaxation.

Beethoven, Mozart, Strauss... they all spent some time in Baden bei Wien, the **summer residence of the imperial court** from 1803 to 1834. The presence of **sulphurous water**, or ‘yellow gold’, was known as far back as **Roman times** and brought renown and prosperity to Baden, which was **granted town status by Kaiser Friedrich III in 1480**.

“Padun” is first mentioned in records in 869 A.D. After attacks by the Turks and devastating fires, the heart of the town was totally demolished and rebuilt in the **Biedermeier style**. Its **architecture, art**, and distinct **garden culture** can still be experienced up close, while the town’s air of **nostalgia** is an ever-present companion in a place that still offers entertainment, pleasure and a zest for life. What the architects – including **Carl von Moreau, Josef Kornhäusel** and **Otto Wagner** – achieved here in the form of grand town houses, splendid palaces and impressive squares are possibly the most outstanding examples of cultural history in Europe: the inviting **main square** with Town Hall, Kaiserhaus and the Trinity Column, followed by the **Josefsplatz** with **Frauenbad** and **Josefsbad**, the Florastöckl and the **Rosarium** in the Doblhoffpark containing 30,000 roses that bloom twice a year. **Baden’s**

museums, such as the Kaiser Franz Joseph Museum, Rollett Museum, Puppet and Toy Museum, the newly refurbished Kaiserhaus (Emperor’s house) with the exhibition “The World of the Habsburgs” and Beethoven house, combine history and exhibits from various Baden periods. The historic **Kurpark** is a beautiful place to take a break from the rat race of modern life. Wellness for body and soul is offered by the **Roman spa**, which presents a Caribbean atmosphere over 900 m², under Europe’s biggest glass roof. Alternatively, the **Thermalstrandbad** (lido) with its huge sandy beach provides visitors with the ambience of an old Adriatic spa. All these sights make Baden bei Wien a one-of-a-kind and precious gem in this day and age. It simply does you good to wander around the town, past the **town theatre** and the **Stephanskirche church**, to stop off at the Lumpentürl (small passage) or the Hauervinothek (wine bar).

Today, Baden bei Wien is a stylish modern town, a hub of life and a **wellness destination**; the ideal place for pleasure, relaxation and well-being. It’s an **operetta metropolis** boasting the biggest **Casino** – formerly a spa salon – in Central Europe. This is a town in which wine, culture, roses, health, fun and conferences

enjoy a wonderful coexistence. It has a wide variety of options to suit every taste, including, of course some modern, contemporary art by **Arnulf Rainer**. It goes without saying that Baden bei Wien also welcomes visitors with wonderful gastronomic delights, starting with the **Badener Zuckerl** and continuing with the **Schratt Gugelhupf** (Bundt cake), **Viennese coffee house culture** and traditional **Austrian pastries**. Wines such as **Rotgipfler** or **Zierfandler** can only be found here in the thermal springs region, either at one of the fine restaurants or **Heurigen** (wine taverns).

Whatever you decide, at some point you will see that “just being a bit lazier” can do you a world of good. Be that as it may, you can also set out to explore Baden’s hinterland in the **Wienerwald** or **Biosphere Park** with countless hiking and cycling routes, investigate the **600 km of hiking paths** or go **horse riding** on Habsburg trails. In the Golf-Arena Baden, there are also **8 golf courses** available within a radius of 5 to 45 km, and the **Wachau valley, Vienna** or **Lake Neusiedler** make for beautiful day trips.



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The Staller Sattel pass is so narrow on the Italian side that it can only be traversed in one direction at certain times. Those who prefer something a little less dizzying can navigate the gentle hills of Styria's vineyards



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and orchards or opt for an Austrian-Hungarian tour of Lake Neusiedl and Austria's unique steppe landscape in the Neusiedler See – Seewinkel National Park.

Things get a little wilder at the Gesäuse National Park, but more peaceful after crossing the Danube into the picturesque Mühlviertel, Innviertel and Hausruckviertel. Finally, we head over the Trumer Lakes and into the Salzkammergut region, which enchants visitors with its unique spots, mountains and lakes. Well-known winter sports regions, such as Kitzbühel further to the west, are also very enticing at other times of year, too, inviting you to linger a while before the travel bug bites again.



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