

From Opera to Rock: Austria Presents Its Diverse Cultural Landscape

Austria's broad cultural spectrum once again took center stage in June 2026, reinforcing the country's position as a year-round destination for culture and the arts. By combining internationally renowned institutions with emerging artistic formats and contemporary experiences, Austria Tourism showcased a country where cultural heritage remains alive and continuously evolves.

From open-air opera stages and historic concert venues to contemporary dance performances and major music festivals, Austria offers one of Europe's most diverse and dynamic cultural landscapes.

From 11 to 13 June 2026, Austria Tourism welcomed international journalists from across Asia, Europe and beyond on the press trip "Curtain Up for Austria's Cultural Stage", inviting them to experience Austria as a vibrant cultural destination where tradition, innovation and contemporary creativity come together.

Grafenegg: Austria's Open-Air Stage for Classical Music

In Lower Austria, participants explored [Grafenegg](#), one of Europe's leading classical music destinations, a place where you don't walk a red carpet, you walk across green lawns. A behind-the-scenes tour of the estate revealed a 32-hectare park as natural foyer, an internationally acclaimed roster of artists, a historic renaissance castle alongside the newly opened auditorium, dedicated to Rudolf Buchbinder, an internationally acclaimed Austrian pianist and Artistic Director of Grafenegg.

The visit culminated in the celebrated [Midsummer Night's Gala](#), featuring the [Tonkünstler-Orchester](#) Niederösterreich, a performance that illustrated why Grafenegg has become one of the most sought-after stages in the classical world.

From Operetta to Rock Festival: Burgenland Showcases Cultural Diversity

The second day highlighted Burgenland's remarkable range of cultural experiences. Journalists visited the [Seefestspiele Mörbisch](#) on Lake Neusiedl, described by one journalist as "an international Broadway just around the corner", where they gained exclusive access to rehearsals and met Generalintendant Alfons Haider. At [Oper im Steinbruch](#) in St. Margarethen, Europe's largest natural opera stage, participants explored the detailed finishing of the stage outfits and met Artistic Director Daniel Serafin.

The program concluded with a visit to [Nova Rock](#), one of Europe's largest rock festivals, a reminder that Austria's cultural offering extends far beyond classical traditions. Discussions with representatives of organizer Barracuda Music and live festival experiences demonstrated how rock and classical music share more than audiences might expect: a passion for live performance that transcends borders and genres.

Salzburg Between Mozart and Contemporary Performance

The Salzburg route illustrated how the city successfully balances its rich cultural heritage with contemporary artistic innovation. Journalists followed in Mozart's footsteps through the UNESCO-listed Old Town, attended a [noon organ concert at Salzburg Cathedral](#), one of Mozart's original workplaces, and explored the hidden corners of [Hohensalzburg Fortress](#). A small highlight of the route was a brief glimpse of the soon-to-be opened [Sound of Music Salzburg Museum at Hellbrunn](#), offering a fresh perspective on one of the city's most beloved cultural legacies. At the [Salzburg Marionette Theatre](#), CEO Susanne Tiefenbacher led the group on a fascinating backstage tour before they experienced a captivating performance of Shakespeare's *A Midsummer Night's Dream*, brought to life through the theatre's signature art form.

The contemporary side of Salzburg came into focus during visits to the [Museum der Moderne](#) and the [Sommerszene Festival](#). Angela Glechner, Artistic and Managing Director of Sommerszene, took time to introduce journalists to the world of performance art, including the year-round stage at the SZENE venue, which hosts over 150 performances annually and consistently features international artists. One journalist noted that Salzburg had revealed "a modern side I was not aware of", from the Sommerszene to the Museum der Moderne.

Vienna: A Shared Finale

The final day brought both groups together in Vienna. At a gathering at the rooftop bar Libelle in the MuseumsQuartier, participants exchanged impressions from their respective journeys, a conversation that reflected the breadth and depth of what they had encountered. "I really appreciated the opportunity to visit places and meet people I wouldn't have been able to access on my own," said one journalist joining her first international media group trip.

The program concluded with a guided visit to the [Leopold Museum](#), home to the world's largest Egon Schiele collection and one of Austria's most important institutions for modern art, a fitting final perspective on a country where tradition, creativity and artistic excellence continue to define the cultural conversation.