

AUSTRIA LIKE A LOCAL

Highlights for 2027

Vienna Ball Season

Vienna | January – February 2027

Vienna begins the year with its glittering ball season. Around 400 balls are held in the capital alone, where thousands of elegantly dressed guests waltz across magnificent dance floors. The season's highlight is the glamorous Vienna Opera Ball, but many other traditional and modern balls make this a cultural spectacle unlike any other.

<https://www.austria.info/en-gb/inspiration/ball-season/>



© Österreich Werbung / Andreas Tischler

Mozart Week

Salzburg | 21 - 31 January 2027

Each year around Mozart's birthday, Salzburg honours its most famous son with a week of concerts, operas, and chamber music. In 2027, the theme is Mozart and 'Mozarts'. Highlights include performances of *Così fan Tutte* and concerts by the Vienna Philharmonic Orchestra, who have enriched the festival for 70 years.

<https://mozarteum.at/en/mozart-week>



© Tourismus Salzburg GmbH

Viennese Ice Dream (Wiener Eistraum)

Vienna | 22 January – 7 March 2027

In front of Vienna's City Hall, one of Europe's largest open-air ice rinks invites visitors to glide across atmospheric paths of ice. Winding trails through the Rathauspark, culinary stands, and a fairy-tale atmosphere make the Vienna Ice Dream a winter highlight for locals and guests alike.

<https://www.wienereistraum.com/en/>



© Stadt Wien Marketing / Christian Jobst

Winter-Woodstock of Brass Music

Brixen, Kirchberg & Westendorf | 19 – 21 March 2027

This festival combines Alpine charm with the joy of brass music. Over three days, brass bands from Austria and beyond perform in ski huts, tents, and open-air stages. Visitors enjoy skiing by day and lively concerts by night, creating a one-of-a-kind winter experience.

<https://www.winterwoodstock.at/>



© TVB Brixental/Julian Quirschmair

Easter Markets

Across Austria | mid-March to 29 March 2027

In the weeks before Easter Sunday (28 March 2027), Austria's cities and villages host colourful markets full of hand-painted eggs, crafts, and seasonal treats. From Vienna's Schönbrunn Palace to Salzburg's Residenzplatz, the festive atmosphere blends tradition with spring renewal.

<https://www.austria.info/en-gb/inspiration/easter-markets-and-traditions/>



© Österreich Werbung / Sebastian Burziwal

Vienna Beer Festival

Vienna | dates to be confirmed (Spring 2027)

Brewers from all over Austria present their finest creations. With live music, hearty Austrian dishes, and the chance to taste regional specialities, the festival is a celebration of beer culture in the heart of Vienna.

<https://www.visitingvienna.com/entertainment/events/beer-festival/>



© Wiener Bierfest

Top of the Mountain Closing Concert

Ischgl | 1 May 2027

Ischgl says farewell to the ski season with a spectacular open-air concert at 2,300 metres. International superstars perform against the backdrop of the Silvretta mountains, attracting thousands of fans for one last ski-and-party weekend.

https://www.ischgl.com/en/events-experiences/top-events/top-of-the-mountain-closing-concert_event_48589015



© TVB Paznaun Ischgl

Narzissenfest (Daffodil Festival)

Ausseerland | 27 – 30 May 2027

When wild daffodils bloom, the Salzkammergut turns into a sea of flowers. The highlight is the spectacular floral parade on Lake Grundlsee, where floats decorated with thousands of blossoms glide across the water.

<https://www.narzissenfest.at/index.php/en>



© Martin Huber

Long Night of Churches

Across Austria | 4 June 2027

Once a year, Austria's churches open their doors late into the night, offering concerts, exhibitions, readings, and guided tours. Visitors can experience sacred spaces in a new light, discovering art, spirituality, and history in an inspiring way.

<https://www.langenachtderkirchen.at>



© Jack Haijes

Summer Night Concert Schönbrunn

Vienna | 11 June 2027

In the baroque gardens of Schönbrunn Palace, the Vienna Philharmonic offers a free open-air concert for tens of thousands of visitors. Surrounded by the illuminated palace and Gloriette, the evening is an unforgettable experience of music and atmosphere.

<https://www.wienerphilharmoniker.at/en/summernightconcert>



© Niklas Schaubelt

Wachau Apricot Festival

Krems an der Donau | 8 - 25 July 2027

Krems celebrates its beloved fruit with Austria's longest "Marillenmeile." Over several weekends, visitors can taste apricot dumplings, liqueurs, and pastries, enjoy live music, and experience regional culture in a summer atmosphere full of flavour.

<https://www.donau.com/en/the-danube-in-lower-austria/>



© Martin Siepmann

Vienna Film Festival

Vienna | July – September 2027

Each summer evening, Vienna's Rathausplatz turns into an open-air cinema with free screenings of concerts, opera, ballet, and films. Alongside international gastronomy, this festival is a lively meeting point in the city's heart.

<https://filmfestival-rathausplatz.at/en/>



© Stadt Wien Marketing / Johannes Wiedl

Mid Europe Marching & Wind Music Festival

Schladming | 13 – 17 July 2027

This festival is a paradise for brass and wind music enthusiasts. Bands from around the world fill the Alpine region with concerts, parades, and workshops. The highlight is the spectacular tattoo featuring music and performance groups.

<https://www.mideurope.at/en/>



© TVB Schladming / Herbert Raffalt

Bregenz Festival

Bregenz | 21 July – 22 August 2027

The Bregenz Festival dazzles with world-class opera and concerts unfolding on the world's largest floating stage, set against the stunning backdrop of Lake Constance. Giuseppe Verdi's masterpiece La Traviata returns in 2027 to the lake stage for a second season.

<https://bregenzerfestspiele.com/en>



© Bregenzer Festspiele / Karl Forster

Salzburg Festival

Salzburg | July – August 2027

For six weeks each summer, Salzburg becomes the world stage for opera, theatre, and classical music. International stars and ensembles present an unparalleled programme, while open-air screenings bring the magic to everyone.

<https://www.salzburgerfestspiele.at/en/>



© Tourismus Salzburg / Günter Breitegger

Festival of Early Music

Innsbruck | July – August 2027

Innsbruck hosts one of Europe's leading festivals for historically informed performance. Operas, concerts, and workshops celebrate early music at the highest level. The festival presents works from the early Middle Ages, Renaissance, late Baroque and early Classical periods.

<https://www.altemusik.at/en/festival>



© Gaio

Villacher Kirchtag

Villach | 1 – 8 August 2027

Austria's biggest traditional folk festival fills Villach with music, markets, and joy. The highlight is the grand costume parade, where thousands in traditional dress march through the city, accompanied by brass bands and festive cheer.

<https://www.villacherkirchtag.at/>



© Villach Tourismus GmbH / Martin Hofmann

La Strada

Graz | August 2027 (to be confirmed)

International artists transform Graz into a stage for street theatre, puppetry, and contemporary circus. Creative performances in public spaces bring art directly to the people, making La Strada a vibrant celebration of culture.

<https://www.lastrada.at/program>



© Graz Tourismus / Harry Schiffer

Jazzfestival Saalfelden

Saalfelden | 19 – 22 August 2027

This internationally renowned jazz event takes place in the dramatic Alpine setting of Saalfelden. Over four days, leading artists and innovative newcomers perform across stages ranging from concert halls to open-air venues and mountain pastures.

<https://www.jazzsaalfelden.com/en>



© Michael Geissler

Long Night of Markets

Vienna | August/September 2027 (to be confirmed)

Once a year, Vienna's markets open late into the night, turning familiar shopping spots into lively cultural hubs. Fresh produce and regional delicacies meet live music, artisan crafts, and special performances. With extended opening hours and a vibrant programme, the Long Night highlights the unique atmosphere of Vienna's markets and their role as neighbourhood meeting points.

<https://www.wien.gv.at/freizeit/lange-nacht-der-maerkte>



© Wien Tourismus / Ertl Grünzweil

Salzburger Bauernherbst

Salzburg Land | Mid-August – October 2027

The Salzburger Bauernherbst is a season of tradition and harvest celebrations across more than 70 towns. From festive cattle drives and harvest thanksgiving processions to music, dancing, and regional cuisine, it is the perfect opportunity to experience Alpine culture.

<https://www.salzburgerland.com/en/harvest-festival/>



© SalzburgerLand Tourismus GmbH

Brucknerfest

Linz | September 2027

This festival of international stature honors the musical legacy of composer and organist Anton Bruckner while placing it in a vibrant dialogue with the present, new perspectives, and international developments. Special commemorative concerts are planned around Bruckner's birthday and the anniversary of his death.

<https://www.brucknerhaus.at/en>



© Linz Tourismus

Aufsteirern

Graz | September 2027

In Graz, Styria's traditions take centre stage. The city centre turns into a stage for folk music, crafts, and culinary delights. Visitors can enjoy authentic Styrian hospitality and vibrant performances that showcase regional culture.

<https://www.graztourismus.at/en/events/event-calendar>



© Kanizaj

Almabtrieb (Cattle drive)

Zillertal | September 2027

Each autumn, villages across the Zillertal celebrate the return of cattle from the mountain pastures. The animals, adorned with flowers and bells, parade through the streets in festive processions known as Almabtrieb. Every village adds its own character with music, dancing, and regional delicacies, offering visitors a lively and authentic glimpse into Tyrolean tradition.

<https://www.zillertal.at/en/information/holiday-info/events/festive-cattle-drive>



© Zillertal Tourismus GmbH / Josef Unterlercher

Ars Electronica Festival

Linz | September 2027

At the crossroads of art, technology, and society, Ars Electronica is a globally renowned festival exploring the future. Exhibitions, performances, and labs turn Linz into a hub of innovation and creativity.

<https://ars.electronica.art/news/en/>



© Robert Bauernhansl

St. Veiter Wiesenmarkt

St. Veit an der Glan | September – October 2027

Carinthia's oldest fair has been celebrated for more than 650 years and today blends tradition with modern festivity. Over ten days, visitors enjoy funfair rides, markets, crafts, and live music, while the ceremonial parade and the raising of the "Marktfreyung" recall the historic origins of this vibrant folk festival.

<https://www.visitcarinthia.at/destinations/places/st-veit/>



© Stadtgemeinde St. Veit an der Glan

Vienna Wiesen Festival

Vienna | late September – mid-October 2027

Each autumn, the Vienna Wiesen Festival transforms the Kaiserswiese in the Prater into a lively celebration of Austrian tradition. Large beer tents, rustic Alpine huts, and open-air stages feature live folk and pop music, traditional costumes, and regional specialties. From midday until late evening, the festival combines authentic heritage with a vibrant party atmosphere, making it Vienna's answer to the Oktoberfest.

<https://kaiserswiese.at/en/>



© Wiener Wiesenfest

Long Night of Museums

Across Austria | October 2027

Museums and galleries across the country open their doors late into the night. Special exhibitions, guided tours, and family programmes make culture accessible in a unique atmosphere.

<https://langenacht.orf.at/en/>



© ORF / Hans Leitner

Gamlitz Wine Harvest Festival

South Styrian Wine Street | October 2027

In southern Styria, the grape harvest is celebrated with wine tastings, regional cuisine, and a colourful parade. The picturesque wine village of Gamlitz becomes a meeting place for wine lovers and culture enthusiasts alike.

<https://www.steiermark.com/en/Suedsteiermark/Region/cuisine-wine/food-drink-experiences/wine-events>



© Steiermark Wein

Christmas Markets

Across Austria | Mid-November to late December 2027

Austria's Advent season is world-famous for its Christmas markets. Not only the best known – such as Vienna's Christkindlmarkt on Rathausplatz, the Schönbrunn Palace market, Salzburg's Cathedral Square market, Innsbruck's Golden Roof market, or the lakeside market in St. Wolfgang – but also countless smaller markets in towns and Alpine villages create a festive atmosphere. Everywhere, stalls with handicrafts, mulled wine, and seasonal treats invite visitors to enjoy the magic of winter in Austria.

<https://www.austria.info/en-gb/inspiration/christmas-markets/>



© Profer Partner

Ski Opening Events

Across Austria | December 2027

When the ski season begins, Austria's most famous resorts host open-air concerts, parties, and sporting events. From Ischgl to Sölden, the Ski Openings are a mix of top-class winter sports and entertainment.

<https://www.austria.info/en-gb/highlights/winter-openings/>



© Tourismusverband St. Anton am Arlberg / Simon Rainer

Perchten Runs

Across Austria | December 2027 – January 2028

At year's end, Alpine villages host Perchten parades with carved masks, bells, and fire rituals. This centuries-old tradition blends folklore and spectacle, driving away evil spirits and welcoming the new year.

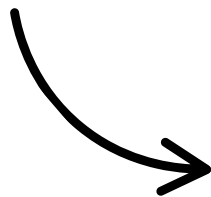
<https://www.austria.info/en-gb/inspiration/raucous-traditions/>



© Ferienregion Dachstein Salzkammergut / Rudi Kain Fotografie



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