

## Music Tourism in Austria: From Classic to Rock and ‘Do-Re-Me’

Concert tourism has seen a massive spike in recent years, with events like Taylor Swift’s *Eras Tour* and the Oasis reunion prompting fans to cross continents just to see them live. In Austria, however, the phenomena of music tourism is everything but new. Known to be rich in culture, the most impressive the country has to offer might just be its long love affair with music. Throughout history, many musicians born in Austria - or drawn there to live and work - have gone on to find global fame.

And it’s not just the classic stars that come to mind who have conquered the music world from Austria (just think of Falco or, more recently, Parov Stelar and Conchita). Or only local musicians drawing fans from around the world to the country.

From classical concerts and sights to modern festivals, and nostalgic “Sound of Music” tours, read on to see what is happening in Austria’s music scene.

### Classical festivals and concerts at historic venues

Some of the most famous composers were born in Austria - Mozart, Strauss and Haydn to name just a few - making it a Mekka for classical music fans even today.

Salzburg, the birthplace of Wolfgang Amadeus Mozart, hosts the [Salzburg Festival](#), recognised as one of the world’s most important festivals of its kind. It features performances of opera, concerts, and plays, as well as free screenings in the old town (17 July - 30 August 2026).

In Vienna, you will find the [Vienna Festival](#) in May and June, celebrating its 75th year in 2026, and honouring classical music, theatre, and contemporary art (15 May - 21 June 2026). Another highlight is the [Summer Night Concert](#) by the Vienna Philharmonic Orchestra at Schönbrunn Palace (16 June 2026). Over in Lower Austria, the [Grafenegg Music Festival](#) runs classical concerts throughout the summer, for the 20th time this year (14 August - 6 September 2026).

Heading into its 50th year in 2026, the [Innsbruck Festival of Early Music](#) (24 July - 30 August 2026) is recognised as the oldest surviving festival of early music and presents opera productions and concerts in historic venues. The [Styriarte Festival](#) is all about baroque and early music by Austrian composers, (26 June - 26 July 2026), while the [Carinthian Summer](#) is renowned for its focus on orchestral and chamber music with concerts in castles and picturesque alpine locations (2 July - 2 August 2026).

[Bregenz](#) has the world’s largest floating stage, where performances by the Vienna Symphony Orchestra, as well as opera and theatre productions (22 July - 23 August 2026).

## Sightseeing for classical music lovers

To heighten the experience of these live music events, classical music enthusiasts can visit one of the many immersive museums Austria has to offer. Vienna particularly shines in this, featuring the [Haus der Musik](#), an interactive sound museum of all ages, the [Mozart Experience](#), an immersive journey through the composer's life and works, or the [Mozart Haus](#), his only remaining residence. There's also the [Beethoven Museum](#), the [Haydn House](#) museum, the [Vienna Central Cemetery](#) at which many composers such as Beethoven, Schubert, Brahms, and the Strauss family were buried, and the [Vienna State Opera](#), one of the most prestigious opera houses in the world.

When in Salzburg, make sure to check out [Mozart's birthplace](#) and the [Mozart Residence](#).

## Festivals: From pop and rock to electro and jazz

For audiences looking for an opportunity to dance and sing their hearts out, Austria offers exciting festivals featuring headliners from around the world.

Music lovers who want to go big or go home should mark Vienna's [Donauinselfest](#) in their calendars, Europe's largest open air music festival with free entry, taking place, you guessed it, the city's artificial island (3-5 July 2026, line-up to be announced in May/June). Other festivals not to be missed include [Nova Rock](#) in Nickelsdorf, Burgenland, with headliners such as The Cure and Iron Maiden (11-14 June), [Frequency Festival](#) in St. Pölten, Lower Austria (Lorde, Kraftklub, Fountains D.C. among others, 20-22 August 2026) and [Electric Love](#) at the Salzburgring for electro, dubstep, EDM, and house (9-11 July).

Jazz fans will love the [Jazz Vienne](#), with 250 concerts and 1,000 artists from all over (45th edition from 25 June - 11 July 2026). There's also [Jazz & The City](#) in Salzburg (15-18 October 2026) or alternatively the [Jazz Festival Saalfelden](#) (20-23 August 2026).

Social meet-ups, game nights or language exchange events are a fixture in most cities and another way to quickly make some connections, both with locals and fellow travellers.

## The Sound of Music

When thinking about Austria's music scene, many people inevitably also land on the 1965 Oscar awarded film "The Sound of Music". Filmed in and around the city of Salzburg, the musical remains widely popular around the world today.

To experience the places in which the Trapp family spent their time, fans can check out the [Sound of Music Museum](#) opening in mid-2026 in Hellbrunn near Salzburg, as well as the key shooting locations, think Mirabell Palace and Gardens, Residenzplatz, Villa Leopoldskron, and the Horse Fountain on Karajan Square. While it's perfectly possible to visit all these places independently, the [Salzburg's panorama tours](#) cover most of them and come with guides entertaining with facts and "Sound of Music" anecdotes along the

way. Special tip: The famous [Salzburg Marionette Theatre](#) shows regular puppet versions of the film classic!