

Just Zzzzs! Sleepcations in Austria

Outdoor adventures and action-packed sightseeing itineraries remain as popular as ever, but tourism experts have identified a growing countertrend: more travellers are seeking holidays that restore rather than exhaust. As a result, “sleepcations” – a holiday where the main goal is to rest, catch up on your sleep, and recharge – take flight in wellness tourism. More than one in two Gen Zers prioritise sleep, while up to two thirds of Gen X and babyboomers value a good night’s rest according to [Hilton’s global Trend Report](#).

The trend reflects a broader public health challenge: According to the UK-based [Mental Health Foundation](#) more than one in three adults are getting less than the recommended seven to nine hours of sleep per night, with insufficient sleep linked to increased risks of cardiovascular disease, diabetes, obesity and poorer mental wellbeing. Time away from everyday routines is believed to positively influence sleep patterns, reinforcing the idea that holidays designed around rest may offer benefits that extend well beyond the trip itself.

From medically informed sleep programmes to carefully curated environments that maximise recovery, here are some top places in Austria for sleep-focused escapes.

Where to get a good night’s sleep in Austria

Award-winning [Mayrlife](#) at Lake Altaussee is considered one of the best medical spas in Europe, offering everything from detox to weight and longevity programmes – and their very own [sleep concept based on F.X. Mayr Medicine](#). Built around the belief that a healthy gut supports the production of neurotransmitters such as serotonin, which is then converted into the “sleep hormone” melatonin, it focuses on rest, cleansing and retraining of the digestive system along with functional medicine interventions such as nutritional supplements.

[Almanac Palais Vienna](#) welcomes sleep-deprived guests with its [holistic “Gold Sleep Ritual”](#), featuring a personalised pillow selection (from classic feather options to allergy-friendly synthetic), an evening wind-down ritual with a calming cranberry and honey evening drink, almond snack and Deep Sleep aromatherapy oil, and a sleep ritual guide with meditation, breathing techniques as well as the Gold Noise playlist (inspired by the likes of Klimt’s “The Kiss”). The morning after, you will kick-start your day with light stretches on a complimentary yoga mat and a ginger and lemon wake-up shot.

[Posthotel Achenkirch](#) at Lake Achensee, Tirol, has a [detox and longevity concept](#) that allows guests to choose between cold foam core mattresses, box spring beds, the orthopedic Samina Power Sleeping system, or the individually adjustable Youbed. All come with high-quality down pillows and duvets, as well as neck rolls and support cushions on request.

When the sun sets, many areas of the hotel switch to “melatonin lighting”, which naturally makes you sleepy.

Adults-only [Juffing Hotel & Spa](#) near Kufstein is all about. Highlights of their [sleep programme](#) include a curated pillow menu and sleep-friendly room designs that minimise light and noise. Guests can ease into the evening with guided meditations, calming herbal teas and light sleep-supporting dinners before retiring to their rooms created with wood, cotton and other listed materials in beige and earth tones. The offer is completed by restorative spa treatments and wellness rituals aimed at reducing stress and helping guests establish healthier sleep habits.

What better way to fall asleep (and wake up) than looking at Austria’s highest mountain, the Großglockner (3,798 m)? If you check into [Gradonna Mountain Resort](#) in Kals, East Tirol, you can enjoy exactly that. Guests are welcomed by trained “[sleep sommeliers](#)” who will help them choose their perfect pillows (from pine to mountain herbs) and put together a tailor-made yoga, meditation and sleep-enhancing spa treatment combo.

And when in the Salzkammergut region, take your sleepcation to the next level at [Rosewood Schloss Fuschl in Hof](#) near Salzburg. Their “[Holistic sleep well](#)” [programme](#) is designed to enhance sleep quality and overall wellbeing, and includes massages, breathing exercises, guided meditations, and personalised fitness activities along with nutritious meals and beverages that promote better sleep. Personal guidance from the in-house therapists is provided throughout the stay.