

Winter News

#feelaustria
#lebensgefühl



2026/27

Table of Content

1. On the Slopes	3
CARINTHIA	3
LOWER AUSTRIA	4
UPPER AUSTRIA	4
SALZBURGERLAND	5
STYRIA	6
TIROL	6
VORARLBERG	8
2. Away from the Slopes	10
BURGENLAND	10
CARINTHIA	10
LOWER AUSTRIA	11
UPPER AUSTRIA	12
UPPER AUSTRIA / SALZBURGERLAND	12
SALZBURGERLAND	12
STYRIA / CARINTHIA	13
TIROL	13
VORARLBERG	14
3. Cuisine	16
UPPER AUSTRIA	16
VORARLBERG	16
4. Art & Culture	18
CARINTHIA	18
LOWER AUSTRIA	18
VIENNA	19
5. Anniversaries & Events	20
Anniversaries	20
UPPER AUSTRIA	20
SALZBURGERLAND	21
STYRIA	22
TIROL	22
VORARLBERG	23
Events	23
UPPER AUSTRIA	23
SALZBURGERLAND	23
VORARLBERG / TIROL	25
6. New Accommodations	26
LOWER AUSTRIA	26
UPPER AUSTRIA	27
SALZBURGERLAND	28
TIROL	29
VORARLBERG	29
VIENNA	30

7. Accommodation Renovations	31
CARINTHIA	31
LOWER AUSTRIA	31
UPPER AUSTRIA	32
SALZBURGERLAND	32
STYRIA	34
TIROL	35
VORARLBERG	38
8. Personalities	39
BURGENLAND	39
CARINTHIA	40
LOWER AUSTRIA	40
UPPER AUSTRIA	41
SALZBURGERLAND	42
STYRIA	42
TIROL	43
VORARLBERG	44
VIENNA	44

1. On the Slopes

Unlimited fun on the slopes! Austria's ski resorts continue to invest in comfort, quality and new experiences. Modern lifts such as the new Kapellenbahn on the Schmittenhöhe take winter sports enthusiasts to the mountain top with greater comfort, shorter journey times and protected from the weather. Serfaus-Fiss-Ladis is expanding its offerings for families and freestyle fans, while Nauders will appeal to powder enthusiasts in particular with no less than six new freeride routes. A new type of avalanche warning system provides greater safety across the Diedamskopf terrain, while those who prefer to stay on the slopes have the opportunity to collect badges in the new Nassfeld Challenge and win prizes. And there's plenty going on behind the scenes too, with a new solar power plant up and running on the glacier in Sölden.

CARINTHIA

Kanzelbahn II on the Gerlitzten

The 10-seater Kanzelbahn II gondola will replace the 4-seater chairlift on the Gerlitzten from 26th October 2026. Complete with new valley and mountain stations as well as new support towers, the Kanzelbahn II will take summer and winter visitors from the Kanzelhöhe to the skiing and hiking area of the 1,911 m high summit in greater comfort, whatever the weather. The construction includes a new solar panel system at the cable car station.

<https://www.gerlitzten.com/en/construction-diary>

Ski touring on the Gerlitzten

For the first time the Winter Carinthia Card covers ski touring along the Klösterle valley run on the Gerlitzten. The offer includes an ascent with the 4-seater Klösterle I chairlift, saving tourers aiming for the summit about half of the approx. 1,000 vertical metres.

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

New Tressdorfer Almbahn chairlift in Nassfeld

Nassfeld's new Tressdorfer Almbahn chairlift will go into operation in December 2026. The detachable 6-seater chairlift with a conveyor-belt loading system, child safety features, automatic safety bars, weather protection hoods and heated seats replaces three drag lifts. It opens up several slopes for beginners and completes the Young Stars Area practice area on the Tressdorfer Alm, which launched last winter. From summer 2027, the chairlift that can also accommodate mountain bikes will operate year-round.

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

Score goodies in the Nassfeld Challenge

With the new Nassfeld Challenge you can win prizes while skiing. To join the challenge simply register on the Skiline website and begin collecting badges, ranging from the Nassfeld Gold Badge for completing 20,000 vertical metres in a single day to the Selfie Star Badge and Downhill Demon Badge for a run that ranks in the Top 20 on the Speedcheck photo course. Each badge counts as an entry in the prize draw and increases your chances of winning. Prizes include ski passes, vouchers for ski services, ski helmets and caps.

<https://www.nassfeld.at/en/Winter-World/Sun-Ski-World/Skigebiet-Nassfeld/Pistenhighlights/Nassfeld-Challenge>

LOWER AUSTRIA

More variety in the Göstling-Hochkar ski area

Covering 19 km of slopes, the Hochkar ski area near Göstling/Ybbs is Lower Austria's largest ski resort and from winter 2026/27 visitors can look forward to some new attractions. A fun slope delivers even more variety, and the improved snowmaking system further enhances snow reliability. What's more, the Geischlägerhaus next to the mountain station has been boasting a new look since summer 2026.

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

Upgrades to the Lackenhof-Ötscher ski area

There are 19 km of slopes to enjoy in the family-friendly Lackenhof-Ötscher ski area, with a selection of upgrades from winter 2026/27. A fun slope and updated snowmaking system will add to the offerings, while ski tourers will be able to head up to all of the slopes during lift operating hours with a ski touring ticket.

<https://www.mostviertel.at/skigebiet-lackenhof> (German only)

UPPER AUSTRIA

Modernisation of the Wurzeralm

The Wurzeralm mountain lifts are investing in a future-proof infrastructure over the coming years and strengthening their year-round operations. A new reservoir with a pumping station will be used to make snow for the Frauenkar slopes from winter 2026/27, while the Gammering lift is receiving a new, modern control system and the ski trail from Frauenkar to Bärenhütte is being expanded.

<https://skisport.com/wurzeralm/en/projects-developments>

Expansion of the Hochficht ski area

The Hochficht ski area in the Mühlviertel region at the tri-border of Austria, Germany and the Czech Republic will be increasing to 28 km of slopes from this winter season. The former Krumau ski route will henceforth be maintained as a regular groomed ski slope and a new ski trail, No. 12, is being created. Reisch Junior Park is getting a fun new entrance and exit. The lift operators are also expanding the snowmaking system.

<https://skisport.com/hochficht/en>

SALZBURGERLAND

More comfortable Kapellenbahn on the Schmittenhöhe

A detachable 8-seater chairlift will replace the previous 4-seater Kapellenbahn on the Schmittenhöhe from the beginning of winter 2026/27. It is fitted with heated seats, weather protection hoods, automatic safety bars, a conveyor-belt loading system and an electronically monitored exit area. The valley station will be relocated around 150 m to improve access and layout of the ski area. There are also planned reforestation and protective measures for grouse and amphibians. The dismantled lift won't be scrapped, but put to new use in Romania.

https://www.schmitten.at/en/Magazine/The-new-Kapellenbahn-on-the-Schmittenhohe_bba_6372

Extended Reiterkogel lift in Hinterglemm

Skicircus Saalbach Hinterglemm Leogang Fieberbrunn's new, extended D1 Reiterkogel lift will go into operation in November 2026. The 10-seater monocabable gondola lift replaces its almost 30-year-old 8-seater predecessor. Thanks to the middle station and new second section, guests can now travel directly to the summit at 1,800 m in both winter and summer.

<https://www.saalbach.com/en/winter/ski-resort/innovations>

New Grafenbergbahn in Snow Space Salzburg

The new Grafenbergbahn will commence operation in Wagrain in Snow Space Salzburg from the beginning of winter 2026/27. The 10-seater gondola replaces a roughly 40-year-old 6-seater. The new gondola promises a faster ascent and can carry significantly more passengers per hour. It will operate both in summer and winter.

<https://www.snow-space.com/en/winter>

Faster ascent in Eben im Pongau

A new 8-seater gondola, the Reitlehenbahn, will serve the monte popolo family ski area in Eben im Pongau from the beginning of this winter. Previously used in nearby Wagrain, it replaces a 2-seater chairlift. The new lift has a significantly higher capacity and shorter journey time, which is of particular advantage for families, kids and ski school groups.

<https://montepopolo.at/> (German only)

STYRIA

New Rosenkranz chairlift on the Kreischberg

December 2026 will see the launch of the new Rosenkranz chairlift on the Kreischberg. The 8-seater chairlift replaces a 2-seater and takes winter sports fans from the valley station to the mountain station at the 2,118 m Rosenkranzhöhe in just over 5 minutes – almost half of the previous journey time. Weather protection hoods further enhance the smooth ascent.

<https://www.kreischberg.at/en/pistes/cable-cars-and-lifts/>

TIROL

Greater comfort with Höllkar C2 in Ischgl

Ischgl is completing another big project, with the new Höllkar C2 going into operation at the end of November 2026. The 8-seater chairlift is replacing a 6-seater. Like the other lifts that were replaced in the last two years, the Höllkar C2 is equipped with weather protection hoods, heated seats and entry and exit monitoring. The roofs of the valley and mountain stations are being utilised for photovoltaic systems.

<https://www.ischgl.com/en/silvrettaseilbahnag/winter/news-winter>

New Kopsseebahn in Galtür

The former 6-seater Höllkarbahn chairlift from Ischgl will be in use in Galtür from winter 2026/27. The refurbished lift equipped with weather protection hoods replaces two drag lifts as the Kopsseebahn, offering significantly more comfort.

<https://www.galtuer.com/en/winter/news-winter>

More slopes thanks to the Schartenkogel-Express on the Glungezer

From the beginning of winter 2026/27, the new 6-seater Schartenkogel-Express chairlift will be in operation in the ski and winter hiking area on the Glungezer. Equipped with weather protection hoods and heated seats, it replaces the 2-seater Schartenkogel chairlift. Due to the slightly adapted route, the total kilometres of slopes will increase from 23 to 24.

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

Better connection with the Jodlalmbahn in St. Johann

The new Jodlalmbahn is set to go into operation in the St. Johann ski area at the start of the season on 6 December 2026. The 10-seater gondola replaces a 2-seater chairlift. It offers more comfort and, thanks to the optimised route layout, a direct connection to the 1,603 m Harschbichl. The valley and mountain stations are being relocated too, which will improve accessibility and the link to the existing network of slopes.

<https://www.bergbahnen-stjohann.at/en/>

Gratlbahn in Sölden

As of this season, winter sports enthusiasts will reach the “Gratl” in the Sölden ski area with a new 6-seater chairlift. It replaces the former 2-seater chairlift and provides access to one of the more challenging slopes on the Gaislachkogel adventure mountain. Passengers can look forward to a more comfortable, shorter ride, with the journey time decreasing from eight to four minutes. Thanks to the relocation of the mountain station, there will also be a smoother exit and new blue slope (1b).

<https://bergbahnen.soelden.com/en/projects-investments/planned-projects/gratl-en>

Solar power plant at the glacier in Sölden

A photovoltaic system has been under construction at the Tiefenbach Glacier near Sölden since 2023. Used for the first time in Austria, the Heliopant solution was specially designed to meet the demands of alpine terrain. Following successful completion of the test phase, the plant will go into operation in October 2026. It consists of 800 Heliopant units and will help secure the energy supply on the mountain. The system is expected to cover up to 100% of the Sölden mountain lifts' electricity needs with solar energy during the summer.

<https://bergbahnen.soelden.com/en/projects-investments/planned-projects/pv-system>

Venetbahn with higher transport capacity in Zams

The new Venetbahn cable car will begin operating in Zams from the beginning of this winter. It replaces its outdated predecessor. The new cabins have space for up to 60 guests instead of the previous 44. There will also be a barrier-free valley station with a sports shop and spacious waiting room.

<https://www.venet.at/en/start-winter/>

Upgrade of the Planseggbahn in Serfaus-Fiss-Ladis

In Serfaus-Fiss-Ladis, a modern 8-seater chairlift is replacing the 6-seater that has been running since 1997. The new lift will commence operation at the beginning of the 2026/27 winter season. Its features include heated seats, weather protection hoods and childproof safety bars. The snowmaking system has also been expanded so that the Plansegg slope can be fully covered with snow. After a few runs, the new place to meet is the Gampenbar on the roof of the valley station.

<https://www.serfaus-fiss-ladis.at/en>

New slopes in the Hochzillertal-Kaltenbach ski area

The Hochzillertal-Kaltenbach ski area is expanding its slopes for the 2026/27 winter season. Two additional kilometres are being created for kids around the Marendalm at the valley station of the Sonnenjet and a new drag lift is being added to the fun slope at the Kashütte by the Hirschbichl lift. This will provide even greater variety for different skill levels and make operations smoother. The Kristallhütte at 2,147 m above sea level is also getting a makeover, which will include new rooms, a revamped wellness area and new terraces.

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

New attractions in Serfaus-Fiss Ladis

Two new photo points on the Wonnealm and at the Alpkopf lift's mountain station provide impressive backdrops for holiday snapshots from Serfaus-Fiss-Ladis. From the Wonnealm, as from other existing photo points throughout the ski area, you can send your images directly as a digital postcard. Those travelling with kids will love the newly designed play area at Fiss ski depot and Murmli's Family Run, which leads from the end of the Gampen descent through the forest to the middle station of the Komperdell lift, accompanied by Murmli and his friends. The popular Sun Park in Fiss is being expanded with a new Rail Line and Funslope Line, bringing the total number of lines to four and promising beginner and advanced freestylers even more action in the snow.

<https://www.serfaus-fiss-ladis.at/en/region-and-travel-information/news-and-updates>

New freeriding routes in Nauders

Freeriders can look forward to six new routes in Nauders this winter: Summit Line (800 vertical metres), Cannonrun (vertical 790 metres), Pieng Dream (370 vertical metres), Bergkastel Ride (350 vertical metres), Alm Line (500 vertical metres) and the Valdafur variant (800 vertical metres). Each route has its own distinctive character, such as the Cannonrun which stands for space, freedom and the feeling of having the mountain all to yourself for a moment. It starts at the highest point of the ski area on Gueser Kopf at 2,750 m. The Bergkastel Ride combines different types of terrain into a varied line, ideal for those who like to read the terrain and find their own way. Overall, there are now ten routes and one variant – further establishing Nauders as a top destination for powder fans.

<https://www.nauders.com/en/Your-Nauders/In-Winter/Freeride Nauders>

VORARLBERG

Diedamskopf launches avalanche warning system

As the first ski resort in Austria, Diedamskopf in the Bregenzerwald region has been using the "Avalanche Alerts" digital avalanche warning system since the end of the 2025/26 winter season. Winter sports enthusiasts automatically receive notifications when they enter a high-risk zone. No separate app or registration is required. The alerts are tailored to the user's location and can reach around 90% of smartphones in German-speaking countries.

<https://www.bezau-bregenzerwald.com/en/activity/diedamskopf-au-schopponau-ski-resort/>

Silvretta Montafon invests in Freda chairlift

Montafon is making various investments in preparation for the FIS Snowboard, Freestyle and Freeski World Championships, taking place from 6th – 21st March 2027. An important step is the replacement of the Freda chairlift at Grasjoch. The detachable 4-seater high-speed chairlift with weather protection hoods, which was previously in use in Sölden, replaces the outdated 2-seater.

<https://www.silvretta-montafon.at/en>

Independent Vitamin B Brandnertal-Pass

With the Vitamin B Brandnertal-Pass, there will be new, independent day and multi-day tickets for Brandnertal from winter 2026/27. Guests benefit from flexible ticket options, attractive family deals and Vitamin B Specials. These include "Bring a Friend Friday" (half price ski pass for a companion every Friday) and a free day ticket on your birthday (in winter and summer). The new passes will be available from the end of September 2026. Those who book online in advance can save 8% or more compared to buying at the ticket office. The multi-day WildPass, which was also valid in neighbouring Montafon, will no longer be available.

<https://shop.bergbahnen-brandnertal.at/en/wintertickets>

Walmendingerhorn cable car in Kleinwalsertal

After more than 60 years, the Walmendingerhornbahn in Kleinwalsertal is being replaced. The new cable car will go into operation on 24th December 2026 and carry 80 people, meaning double the capacity. The upgrade is all about greater comfort, quality and accessibility. Floor-to-ceiling windows promise spectacular views and the barrier-free access makes it easier to board with buggies, wheelchairs or sports equipment.

<https://www.ok-bergbahnen.com/en/unternehmen/qualitaetsmassnahmen/neubau-walmendingerhornbahn/>

2. Away from the Slopes

Away from the slopes, winter in Austria becomes a colourful experience. Winter Nature Experience Days invite you to explore the national park and six nature parks in Burgenland, whilst star hikes lead you through the landscapes of the Wachau World Heritage Trail. Winter hiking is being given a boost in the Villach region of Carinthia thanks to e-power, pros invite you to join free cross-country skiing try-outs once a week in Saalfelden and magical fun in the snow is on the agenda for the whole family on Turracher Höhe. Over at Lake Wolfgangsee, the traditional "Traunerl" boat will become a floating sauna from February.

BURGENLAND

First-Ever Nature Experience Days in Burgenland

For the first time, the Nature Experience Days will take place in Burgenland from 1 to 11 October 2026. During this period, more than 40 excursions, safaris, guided hikes, workshops, and tastings will be held in the Neusiedler See–Seewinkel National Park and the six nature parks across the region. At each event, participants will learn more about the unique features of the respective protected area and experience the incredible diversity of Burgenland's landscapes.

<https://www.burgenland.info/en/>

CARINTHIA

Winter hiking with e-power

Since 2026, the hiking and ski area at the Dreiländereck in the Villach region has been home to the first Hypershell test centre. It offers electric exoskeletons designed to make hiking easier. The wearable device supports movement and reduces physical strain. For the first time in the 2026/27 winter season, visitors can also rent the devices for winter hiking, snowshoeing and ski touring.

<https://www.3laendereckskischule.at/hypershell/> (German only)

New winter hiking trail on the Gerlitzen

From winter 2026/27, visitors will be able to use the new 10-seater Kanzelbahn gondola to reach the summit of the Gerlitzen at 1,911 m. This increases options for winter hikers, with a new 5.5 km winter hiking trail that leads from the mountain station via Stifterboden and the Kammerhütte to the middle station at Kanzelhöhe.

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

Kids' snowpark with snowskate & powsurf

Given the right snow conditions, the first kids' snowpark for snowskate and powsurf is set to open in the Bodental near Ferlach in the Wörthersee region in January 2027. Small elements ensure the best conditions for those first jumps. Snowskates and powsurf boards can be hired on site for free with a deposit, so all you need is winterproof shoes. The board-like powsurfers can be used to make fun turns even on gentle slopes and with a light snow cover of about 10 -15 cm.

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

LOWER AUSTRIA

Wine cellar lane tours Wagram

Several knowledgeable locals in the Wagram wine region offer tours through the wine cellar lanes and Löss landscapes all year round. A new tour leads through the Feuersbrunn cellar lanes, accompanied by Wolfgang Urban. You can choose to embark on it on foot, in a vintage tractor or even in a horse-drawn carriage for small groups of four or more. Dates are available on request – even in winter.

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

Star-shaped hiking tours at the Wachau World Heritage Trail

The Wachau wine-growing region can also be explored on hiking trails during the colder months. Those who enjoy getting out on foot regardless of the season can now take part in "star-shaped" hiking tours. The concept involves staying overnight in one location and setting off from there on as many day hikes as desired. Krems, Weißenkirchen, and Melk are ideal starting points. Online, you can find suggested routes tailored to each location. Hikers can choose from tours lasting between one and six hours, with easy and moderate difficulty levels.

<https://www.donau.com/sternwanderungen-wachau> (German only)

Long-distance hiking trail in Land um Laa wine region

April 2026 saw the launch of the "Kellertrift" long-distance hiking trail. The 159 km route winds its way through the flat to gently rolling landscape of the northern Weinviertel in seven stages, along quiet paths and cellar lanes. The shorter stages are ideal for late autumn or late winter hikes. The route from Wulzeshofen to Laa an der Thaya, for example, takes about four hours. From there, a five-hour hike continues on to Wildendürnbach. The individual towns are connected or can be reached by public transport. Laa an der Thaya lends itself for overnight stays in low seasons.

<https://www.landumlaa.at/de> (German only)

UPPER AUSTRIA

Day spas in the Mühlviertel region

Anyone planning a wellness day without an overnight stay will now find a dedicated page with day spa offers on the Mühlviertel website. Packages range from spacious pool and sauna areas to fitness and activity programmes, breakfast, wellness platters and special treatments such as massages or Ayurveda. With the help of this overview, you can easily compare the different options for a short break and create a customised wellness day.

<https://www.muehlviertel.at/en/health-wellness/day-spa.html>

UPPER AUSTRIA / SALZBURGERLAND

Sauna-Traunerl at Lake Wolfgangsee

A *Traunerl* is a traditional boat on Lake Wolfgang. The new “Wolfgangseer Erlebnis Traunerl”, built by boatbuilder Wittl, is equipped with tables and benches for culinary experiences, as well as a removable sauna cabin in the middle of the boat. The cabin serves both as a source of shade and as a heated relaxation room. Sauna boat trips are available in February, March, and April 2027.

<https://www.leopoldhof.at/wellness-alm/saunaboot/> (German only)

SALZBURGERLAND

New winter long-distance hiking trails in the Hochkönig region

Winter long-distance hiking is entering its second season in the Hochkönig region. Four star-shaped routes lead through the wintery landscape surrounding Maria Alm and Dienten. Walking times are between 2.5 and 4 hours. Two of the tours are circular routes, while two point-to-point tours can be combined with public transport.

<https://www.hochkoenig.at/en/winter/away-from-slopes/winter-long-distance-hiking-in-the-hochkoenig-region.html>

Opening: Family day spa in Werfenweng

In May 2026, Werfenweng welcomed its new Badhaus as a Family Day Spa. After an active day in the winter, warm water areas and relaxation zones provide the perfect setting to unwind. Covering around 2,800 m², the spa features a 120 m² outdoor pool, an outdoor children's pool, two indoor water areas with a slide, a relaxation pool and whirlpool. There is also a sauna area with a Finnish sauna, steam room, bio sauna, and textile sauna. Additional facilities include a spacious 700 m² sunbathing lawn and a dedicated children's area with a climbing net and an air trampoline.

<https://badehaus-werfenweng.at/> (German only)

Digital Hochkönig holiday companion

From autumn 2026, those visiting the Hochkönig region will be able to enjoy a local and authentic digital companion in physical form. Alois connects to your smartphone via NFC chip (Near Field Communication). Similar to a Tonie figure, users place Alois on their phone and can chat with him, listen to stories from the region and request real time information, turning your phone into an actual conversation partner for your stay.

<https://www.hochkoenig.at/en/region/service-contact/alois.html>

Free cross-country skiing taster sessions in Saalfelden

New to the 365 Days Active & Creative programme in Saalfelden is a weekly introductory cross-country skiing session at Nordic Park Saalfelden. It takes place every Wednesday at 1 PM from 20 December 2026 to 20 April 2027. The coach is Andrea Grossegger, Austria's first-ever biathlon medallist, who won her medal at the 1984 Winter Olympics in Chamonix. The free session is open to anyone who wants to try cross-country skiing or improve their technique.

https://www.saalfelden-leogang.com/en/news-events/events/try-out-cross-country-skiing_event_9874534

STYRIA / CARINTHIA

New WinterWonderland at the Turracher Höhe

WinterWonderLand at Turracher Höhe is a newly designed outdoor playground featuring igloos, light shows, ice slides, and snow-filled fun for the whole family. It's a place for connection, activity, and magical experiences in the snow, opening at the start of the 2026/27 winter season.

https://www.steiermark.com/en/Murau/Plan-your-holidays/Excursion-destinations/WinterWonderLand-Turracher-Hohe_isd_89036325

TIROL

First certified year-round hiking trail in the Alpbachtal

For the first time, an Austrian hiking trail has received the Austrian Hiking Quality Seal for a year-round, high-quality hiking experience. The 9 km circular hiking trail, known as the Middle High Trail, runs along the sunny side of Alpbach. The roughly three-hour hike leads from the mountain village of Alpbach through meadows and forests, past farmhouses, repeatedly offering views of the village and mountains. Criteria for the award include route layout, signage and year-round accessibility.

https://www.alpbachtal.at/en/search-and-book/tours/Middle-High-Trail-Alpbach-Year-round-hiking-trail_tour_10426

Bathing lake in the Ötztal transforms into Ice Park

The bathing lake in Umhausen will be transformed into an ice park for the first time this December. A 330 m long illuminated ice track will run around the lake, open for use even at temperatures above zero, thanks to state-of-the-art technology. The wide circuit welcomes families, kids, clubs and school classes alongside visitors to the region, whilst a walking trail along the track enables spectators to follow the action on the ice. Ice Park Umhausen is open daily from 10 AM to 8 PM until 3 March 2027.

<https://www.oetztal.com/en/regions-villages/umhausen-niederthai-region>

Full renovation: indoor pool in Ehrwald

In the Tiroler Zugspitze Arena, Ehrwald's fully renovated indoor swimming pool will reopen in autumn 2026. Highlights include the refurbished saltwater pool, slide tower, gym and bistro. A new toddlers' area can be found in the wooden extension. Heat is generated by the new wood chip system.

<https://zugspitzarena.com/en>

Ice Magic in Innsbruck

From 21 November 2026 to 21 February 2027, Ice Magic will transform the heart of Innsbruck into a unique ice-skating world for the first time. The area stretches from Landhausplatz to Bozner Platz, with winding ice paths connecting the large skating areas. After dark, façade mapping and spectacular lighting installations create a magical and atmospheric setting. Wooden chalets around the ice rinks offer drinks, snacks, and regional products. There is also an event area with a stage, as well as a dedicated curling area.

<https://www.innsbruck.info/en/sport/winter.html>

New light park in the Stubaital

A new light park is being built on the shores of Lake Kampler See in Neustift im Stubaital. From the end of November to the end of February, light sculptures in the shape of animals from the Alps will shine at seven stations along the path around the lake and between the trees. The sculptures will include deer, stags, owls, marmots and ibex. The light park is open daily from dusk until 10 PM.

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

VORARLBERG

Redesigned: Didi's indoor playground at Diedamskopf

The approx. 300 m² indoor playground at the mountain station of the Diedamskopf has been delighting young visitors with its new design since August 2026. In addition to plenty of space to jump, build and play, there's now also a real snow groomer to discover. The play area can be accessed by families with children free of charge during lift operating hours.

<https://www.diedamskopf.at/de/didis-indoorspielplatz.html> (German only)

Pre-Christmas workshops in the Bregenzerwald

Anyone who would like to make a Christmas present themselves or learn specific skills can now attend half-day workshops at the Werkraum Haus in Andelsbuch in the Bregenzerwald on set dates. There are four different themes to choose from this November. 6 November 2026 is dedicated to festive origami. Participants can learn how to ferment sauerkraut the traditional way on 7 November 2026. There will be an introduction to Ossa Sepia, an old technique of jewellery casting, on 13 and 14 November 2026. And on 28 November 2026 you can learn how to revive old pieces of furniture.

<https://www.bregenzerwald.at/en/good-to-know/werkraum-bregenzerwald/>

Guest Card Premium Brandnertal includes mountain lifts

From just one night at a partner establishment, holidaymakers receive the Guest Card Premium Brandnertal. And from winter 2026/27, the nifty little card will offer even more perks. Skiers will be able to use the Schedlerhoflift, popular with beginners, free of charge. And pedestrians will be able to enjoy complimentary use of the Bergbahnen Brandnertal cable cars and the Muttersbergbahn near Bludenz. A Bergbahnen Brandnertal tobogganing ticket with toboggan hire is also included.

<https://www.vorarlberg-alpenregion.at/brandnertal/en/your-vacation/guestcard-premium-2026-/accommodations>

3. Cuisine

Kaiserschmarrn and Germknödel – always a treat. But Austria's winter cuisine comes in more unconventional forms too. The Advent edition of the Appetiser Pass takes you from tasting to tasting in festive Linz, there's even more room for surprise menus at the extended Wirtshaus Hörnlingen in Rankweil and in the Arlberg region, Weinberg Arlberg is evolving from a classic wine and culinary event into an international platform for enjoyment, knowledge and exchange. Just three examples of how new ideas are shaking up Austria's foodie scene.

UPPER AUSTRIA

Explore Linz one bite at the time

Since May 2026, Linz can be explored from a culinary perspective with the Appetizer Pass, available to order online for €19.90. Ten selected restaurants and shops invite visitors to enjoy a delightful tour of the city, offering small samples along the way. Treats to discover include sweets from a confectionery, a mini Gugelhupf from a bakery, meatloaf from the popular Austrian "Leberkas-Pepi", or a ham roll from a traditional butcher's shop. During the run-up to Christmas, an additional Advent Edition is available, inviting visitors to enjoy a festive snack tour at Linz's Christmas markets.

<https://www.linztourismus.at/en/leisure/discover-linz/gastronomy/appetizer-pass/appetizer-pass-city>

VORARLBERG

Wirtshaus Hörnlingen is expanding

Wirtshaus Hörnlingen in Rankweil stands out in several ways: acclaimed chef Dominic Mayer and his team serve exclusively surprise menus, with guests free to choose the number of courses. The kitchen also consistently follows the principles of "From Leaf to Root" and "From Nose to Tail", making use of ingredients as sustainably and comprehensively as possible. From October 2026, the restaurant will have 15 additional seats and an expanded kitchen. A dedicated wine bar and vinotheque will also be created in the vaulted cellar.

<https://hoernlingen.at/> (German only)

Weinberg Arlberg is evolving

Weinberg Arlberg will be returning with an enhanced concept from 4 to 13 December 2026. The event is evolving from a classic wine and culinary event into a forward-thinking, international platform for enjoyment, knowledge and exchange within the wine world. More than 40 events including masterclasses, tastings, wine dinners with talks and discussions are on the menu. In the long term, new Wine Club Arlberg is also intended to create a year-round community for producers, hosts, restaurateurs and wine enthusiasts.

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

4. Art & Culture

Snow at the door can mean time to learn more! From 19 November 2026, the Sisi Museum in Vienna will extend its visitor tour with twelve additional rooms and reorganise the exhibition content. Klagenfurt will become home to a new museum dedicated to Udo Jürgens, focusing on the life and work of the Carinthia-born musician. And Südbahn Bühne Semmering in Lower Austria is transforming the historic Südbahn Hotel into a hub for history, literature and architecture with tours and cultural events. There's heaps to discover when it comes to food this winter too, such as the Advent edition of the Appetiser Pass in Linz, more room for surprise menus at the extended Wirtshaus Hörnlingen in Rankweil and Weinberg Arlberg, the new international platform for wine, enjoyment and exchange.

CARINTHIA

Udo Jürgens Museum to open in May 2027

Hits such as "Merci, Chérie" and "Griechischer Wein" are known by almost everyone in the German-speaking part of Europe. They were composed and performed by Udo Jürgens, who was born in Klagenfurt in 1934 and died in 2014. His career as a singer, composer and pianist spanned almost 60 years. In 1966, he won the Eurovision Song Contest for Austria with "Merci, Chérie." The list of his awards and honours is extensive. "UDO JÜRGENS im kärnten.museum" will create a dedicated "museum within the museum" covering around 400 square metres. The opening is scheduled for May 2027.

<https://www.udojuergens.de/udo-juergens-museum-im-kaernten-museum/> (German only)

LOWER AUSTRIA

Guided tours at the Südbahnhotel on the Semmering

Under the title "Südbahn Bühne Semmering," writer Heike Dobrovolsky and educational scientist Irene Beckmann have been organising guided tours and cultural events since summer 2026. The focus is on the legendary Südbahnhotel on the Semmering. Opened in 1882, this architectural gem was once a grand hotel and remained closed for many years before reopening a few years ago as a cultural venue. Guided tours such as "Where the World Comes to Stay," "The Architecture of Summer Retreats," and "Literature on the Semmering" are also available in late autumn. For next spring and summer, early booking is recommended, as tickets are in high demand.

<https://www.suedbahnhotel-semmering.at/en/home/>

VIENNA

Expansion of the Sisi Museum

From 19 November 2026, visitors will be able to explore the expanded and newly redesigned tour of the Sisi Museum. Twelve additional rooms will be incorporated into the museum tour, providing the basis for a new thematic focus. The aim is to present Empress Elisabeth's world and way of life in greater detail, while also highlighting the connection with the Imperial Apartments and the Imperial Silver Collection. A key element of the redesign is the inclusion of the five so-called White Gold Rooms, dating from the Rococo period. These rooms have never previously been open to the public. Their intimate character reflects their original function as private retreats for the imperial family and their court.

<https://www.sisimuseum-hofburg.at/en/>

5. Anniversaries & Events

Winter 2026/27 is jam-packed with anniversaries and events in Austria. Salzburg Advent Singing is celebrating 80 years, THE NIGHTRACE Schladming will be taking place for the 30th time and the Four Hills Tournament is being held in Innsbruck for the 75th year. On top of that, there are sports premieres and major events to look forward to, such as Gosau hosting the Women's Ski World Cup for the first time. Innsbruck and Seefeld will be welcoming around 1,400 deaf athletes at the Winter Deaflympics and Montafon and Kühtai will move into the international spotlight in March with the FIS Snowboard, Freestyle and Freeski World Championships.

Anniversaries

UPPER AUSTRIA

50th Garstner Advent

According to a ranking by the ORF (Austrian Broadcasting Corporation), Garstner Advent is one of the most beautiful Christmas markets in Upper Austria. Since its beginnings in 1977, it has put the region's traditions at the core. Crafts, high-quality exhibitions, organ concerts and the overall atmosphere of the market "Am Platzl" in front of the baroque collegiate church make it a popular place to meet. Garstner Advent will be celebrating its 50th anniversary on 28 and 29 November and on 5, 6 and 8 December 2026.

<https://www.360alpenland.com/en/advent.html>

25 years of Linz Marathon

Linz Marathon will be taking place for the 25th time on 11 April 2027. What started with 5,000 sports enthusiasts in 2002 has become Upper Austria's biggest running event, with more than 21,400 participants taking part in 2026. In the anniversary year the route will once again lead from Voest bridge through the city and along the Danube into the centre, with a host of special programme highlights and activities to mark the occasion.

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

SALZBURGERLAND

80 years of Salzburg Advent Singing

Founded in 1946 as a small Advent celebration, the Salzburg Advent Singing has grown into one of the most popular events at the Great Festival Hall, attracting around 32,000 visitors from 45 countries each year. To mark its 80th anniversary, audiences can look forward to a staged oratorio called "The Great Secret". The programme features 13 performances over the first three Advent weekends, beginning on 27 November 2026.

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

60 years of Salzburg Easter Festival

The traditional Salzburg Easter Festival, founded by Herbert von Karajan, will take place from 20 to 29 March 2027. As when the festival launched in 1967, there will be a performance of "The Ring of the Nibelung" by Richard Wagner for the 60th anniversary. Wagner's "Die Walküre" will also be on the programme as well as orchestral concerts with the Berliner Philharmoniker.

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

25 years of Hellbrunn Adventzauber

For a quarter of a century, Hellbrunn Adventzauber has been part of the pre-Christmas events in the city of Salzburg. This year the Advent market in front of Hellbrunn Palace will enchant visitors from 19 November to 24 December with its warm atmosphere, festive treats and handicrafts. An annual highlight: the fairytale forest made up of over 700 conifer trees, decorated with 10,000 red baubles and fairy lights that illuminate the entire area after dark.

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

10 years of Jazz Saalfelden Leogang

For the tenth time, "3 Days of Jazz Saalfelden Leogang" will kick off the musical year. From 22 to 24 January 2027, contemporary jazz will fill the winter mountain landscape. What began as a small winter edition of the renowned Jazzfestival Saalfelden 10 years ago has become a fixture of the Austrian jazz scene. Performances take place in unusual locations – from Kunsthaus Nexus to the city parish church and Mining and Gothic Museum Leogang. The lineup for the anniversary edition will be announced in autumn.

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

STYRIA

30 years of the ice nativity scene in Landhaus courtyard

The ice nativity scene in Landhaus courtyard has been one of the highlights of Advent in Graz since 1996, delighting Christmas lovers from all over the world every year. The impressive ice crib is celebrating its 30th anniversary this year with Finnish ice artist Kimmo Frosti creating a truly unique – albeit short-lived – work of art from around 35 tons of crystal-clear ice.

https://www.steiermark.com/en/Region-Graz/Vacation-planning/Events/The-ice-nativity-scene_ed_26571622

30 years of THE NIGHTRACE SCHLADMING

On 26 and 27 January 2027, THE NIGHTRACE Schladming celebrates its 30th anniversary. Since 1997, the World Cup race on the Planai has been a fixture on the alpine skiing calendar, attracting thousands of fans every year. Under floodlights, the men's giant slalom will take place on 26 January, followed by the men's slalom on 27 January. The traditional Nightrace experience also includes the World Cup Mile, live music, and a lively party atmosphere.

<https://www.thenightrace.at/en/home>

TIROL

75th Four Hills Tournament in Innsbruck

From 2 to 4 January 2027, the legendary Four Hills Tournament will make its 75th anniversary stop in Innsbruck. The Bergisel is one of four ski jumping hills in Germany and Austria that host this prestigious competition, alongside Oberstdorf, Garmisch-Partenkirchen and Bischofshofen. For Innsbruck, the event is a major sporting highlight and a fixture of the winter season, attracting tens of thousands of spectators every year. The Bergisel's location is truly unique: when the ski jumpers take off, it looks as though they are flying directly over the rooftops of Innsbruck — a spectacular sight that makes this stop on the tour unmistakable. To mark the anniversary, there will also be a premiere: for the first time, a women's competition will be held in Innsbruck as part of the Four Hills Tournament.

<https://en.vierschanzentourneeinnsbruck.com/>

VORARLBERG

100 years of the Pfänder cable car

The Pfänderbahn went into operation in March 1927. It connects Bregenz with the 1,064 m Pfänder in about six minutes, from where you can enjoy stunning views of Lake Constance. The Pfänderbahn was Austria's third cable car when it launched. The Rax cable car opened in Lower Austria a year earlier and the Tiroler Zugspitzbahn was completed two months before that. Having undergone various modernisations, the Pfänderbahn can now accommodate up to 80 passengers. Since its launch, the year-round operating cable car has carried over 40 million visitors. The Pfänderbahn is Ökoproofit-certified and its seminar room at the mountain station has been awarded the Austrian Ecolabel for Green Meetings.

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

Events

UPPER AUSTRIA

Ski World Cup Premiere in Gosau

For the first time, the FIS Women's Alpine Ski World Cup will make a stop in Gosau. On 28 and 29 December 2026, the world's best female ski racers will compete at the Hornspitz.

The Dachstein West ski region in the Salzkammergut is taking over from Lienz, which most recently hosted the women's technical events alternately with Semmering every two years.

The programme features a giant slalom on 28 December 2026, followed by a slalom on 29 December 2026.

<https://www.dachstein.at/en/skiweltcup>

SALZBURGERLAND

New kickoff for the White Pearl Mountain Days

The renowned White Pearl Mountain Days will be giving a taste of the upcoming winter season with the new WPMDDAYS Pre-Party at Hendl Fischerei in Leogang on 28 November 2026, where winter sports will meet the sounds of the successful music and lifestyle festival.

The venue right by the Asitzbahn and Steinbergbahn mountain stations is known for its DJ culture and party vibe. The WPMDDAYS 2027, featuring more than 35 live acts at 19 different venues, will take place from 19 to 28 March 2027.

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

New SNOW FESTIVAL Flachau

With SNOW FESTIVAL Flachau, the annual winter opening is getting its own name and a new format this winter. Flachau will kick off the season with live music and a festival vibe on 4 and 5 December 2026. The ski area takes centre stage during the day, and the fun continues on the festival grounds come evening. Boney M. Xperience, Münchener Freiheit, Lou Bega and Loona will take to the stage on Friday, followed by DJ and producer BUNT on Saturday.

<https://www.flachau.com/en/snow-festival-flachau/flachau-snow-festival-2026.html>

March Glow³ at the Hochkönig

After a trial run in March 2026, March Glow³ will take place for the second time from 5 to 21 March 2027. The three-week event format combines a variety of offers in the three resorts of Maria Alm, Dienten and Mühlbach with mountain activities. Planned highlights include sunrise skiing, live music at the huts, Frozen Glow Nights, wine tastings and detox packages. The inaugural event was awarded the T.A.I. Advertising Grand Prix and took second place in the Zipfer Tourism Award.

<https://glow.hochkoenig.at/en/>

TIROL

Big Air event returns to Innsbruck

For many years, the Air & Style Contest at Bergisel in Innsbruck was the leading event of the international snowboarding scene. The highlight of the competitions were the Big Air jumps in which snowboarders ride down a ramp and perform spins and flips in the air. The live music programme also contributed to the success of the event. Air & Style took place for the last time in 2019. On 27 and 28 November 2026, there will be a revival called Airdrenaline, which is to continue to take place over the coming years. The new event – which also kicks off the FIS Freeski and Snowboard World Cup season – combines sporting competitions and four hip-hop acts.

<https://www.airdrenaline.world/en>

Winter Deaflympics in Innsbruck

From 15 to 24 January 2027, Tirol will provide the stage for the world's largest winter sports event for deaf athletes. Around 1,400 participants from more than 40 nations will compete in seven sports across Innsbruck and Seefeld: alpine skiing, cross-country skiing, snowboarding, ice hockey, curling, futsal and chess. Particularly symbolic is the fact that the Games are returning to their historic birthplace: the first Winter Deaflympics were held in Seefeld in 1949, 78 years ago.

<https://winterdeaflympics2027.com/>

Artificial luge and alpine luge World Championships in Innsbruck-Igls

From 1 to 7 February 2027, the World Championships in artificial luge and alpine luge will be held at a single venue for the first time in Innsbruck-Igls. While competitions on artificial track will take place on the Olympic ice track, the alpine luge competitions will be held on the revitalised historic Olympic track from 1964.

<https://www.innsbrucktermine.at/en/veranstaltungen/fil-rodel-weltmeisterschaften-2027>

VORARLBERG / TIROL

FIS World Championships in Montafon and Kühtai

From 6 to 21 March 2027, Montafon in Vorarlberg will serve as the main venue, with Kühtai in Tirol as a co-host, making the regions an international hub for snowboarding, freestyle and freeskiing. At the largest winter sports event ever held in the two regions, athletes from 40 nations will compete for world championship titles. A total of 31 competitions are scheduled, with 87 medals up for grabs. Even during the competitions, Montafon remains a diverse holiday and ski destination. The events will be concentrated on selected courses and venues, while all other slopes and lift facilities remain fully open and available as usual.

<https://www.montafon.at/fis-ski-snowboard-wm-2027/en>

6. New Accommodations

New hotels, resorts and lodges are further enhancing Austria's accommodation options this winter – from the urban Companion in Vienna to the trendy Green Resort hideaway in Zillertal. In the midst of the Mühlviertel countryside, keyone homes Hochficht offers spacious apartments and Schiefergut Family Resort in Flachau combines rustic tradition with modern family holidays. The new glockna focuses on minimalist architecture and clear alpine design in Fusch, while the exclusive Lodges am Weinberg in Feuersbrunn are an elite retreat. Not to forget the traditional holiday hotels and new apartment complexes that score with plenty of space, wellness and well thought-out concepts.

LOWER AUSTRIA

Peaceful retreat: Gratzenthal Boutique Apartments in Hollenstein/Ybbs

In spring 2026, the Gratzenthal Boutique Apartments opened in Hollenstein an der Ybbs in the Mostviertel region. The apartments are located in a newly built house with a wooden façade, situated in a peaceful location in the village centre. Guests can choose from four apartments. Two are 50 m² in size and can accommodate up to four guests. The two larger 90 m² apartments offer comfortable accommodation for up to six guests. All apartments feature a terrace, while three also have direct access to the garden.

<https://www.gratzenthal-boutique-apartments.ferienwohnungen.at/> (German only)

In the vineyards: apartments at Weingut Öhlzelt

Family Öhlzelt runs a winery with a wine tavern in Feuersbrunn cellar lane. Since July 2026, guests have also been able to stay overnight in four stylish apartments located within an extension. The apartments are 50 m² and two have a terrace with views of the vineyards. Wine tastings and cellar lane tours can be organised on site.

<https://www.oehlzelt.at/ferienapartments> (German only)

Smart: Harabruck Apartments in Gmünd

Harabruck Apartments, located right by Harabruck pond near the centre of Gmünd, opened in August 2026. The new one-storey building houses 21 apartments of around 30 m², each with a balcony or garden. Smart services such as the 24-hour self-check-in enable flexible arrivals and departures. Facilities include a bike garage and an electric vehicle charging station. When it comes to breakfast, guests can choose a delivery service or visit one of the nearby cafés.

<https://www.harabruckapartments.at/> (German only)

Boundless: Zollquartier Schrattenberg

Under the motto “Barriers became open doors, control became welcome, history became the present”, Rudolf Zesch and his family have lovingly renovated the old customs house in Schrattenberg in the Weinviertel. Right on the Czech border, the establishment has been welcoming guests since August 2026. There are six apartments of around 40 m² as well as four 20 m² double rooms. The self-check-in promises a swift arrival and departure.

<https://zollquartier.com/en/>

Relaxation: Lodges in the vineyards

Set amid the idyllic countryside surrounding Feuersbrunn, right along the legendary wine cellar lane (Kellergasse), four exclusive lodges are being created and will be available to book from autumn 2026. The four elegant cottages, named Hazelnut, Walnut, Peanut, and Coconut, each measure 128 m² and can accommodate two to four guests. Each lodge features a living area with a wood-burning stove, a designer open-plan kitchen and living space, a master bathroom with a steam shower and bathtub, as well as a private terrace overlooking the vineyards and equipped with barbecue facilities. The lodges are an addition to the hospitality offering of Toni Mörwald, who operates several hotels, restaurants, and a culinary school in Feuersbrunn and nearby Grafenegg.

<https://www.moerwald.at/en/sleeping/>

UPPER AUSTRIA

Winter camping: Baumgartner in Schärding

Baumgartner Camping in Schärding, which opened in April 2025, is entering its first winter season. The now year-round open campsite located on the banks of the Inn offers around 40 pitches for motorhomes, camper vans and caravans, including spots with a direct view of the river. Guests can make use of the electricity, fresh water and wastewater connections, with sanitary facilities also available. The bistro by the river remains open throughout winter.

<https://camping-baumgartner.at/> (German only)

In the Green: keyone homes Hochficht

The new holiday complex keyone homes Hochficht will open in early December 2026 in Seitelschlag near Ulrichsberg in the Mühlviertel region. The development comprises four buildings with 77 apartments for two to eight guests. The apartments feature kitchenettes and flexible living and sleeping areas. The complex will also include a wellness and fitness area, a heated outdoor pool, a natural swimming pond, a ski and bike room with a service area, a playground, and extensive green spaces. The centre will be largely car-free, with existing trees being preserved. The façades will be made from untreated larch wood. Around 90 percent of the construction work will be carried out by companies located within a 50-kilometre radius.

<https://keyone.at/stays/hochficht/en/>

SALZBURGERLAND

Budget-friendly: JUFA Hotel Werfenweng

Newly built JUFA Hotel Werfenweng has been strengthening accommodation options in the Pongau mountain village of Werfenweng since June 2026. It has 87 rooms and is located right at the valley station of the Rosnerköpfl gondola – with ski-in/ski-out access in winter. Facilities include a 70 m² indoor play area, ski and bike storage, a café, lounge, bar and two restaurant terraces. Truly unique: JUFA Hotel Werfenweng is intended as a place for guests and locals to meet. The indoor play area can also be used free of charge by local children and hotel guests enjoy free admission to the bathhouse, which is just a few minutes' walk away.

<https://www.jufahotels.com/en/hotel/werfenweng/>

Rooted in tradition: Schiefergut Family Resort

The new Schiefergut Family Resort will open in Flachau in December 2026, offering 28 suites and chalets. What makes it special is the family behind the hotel: the Schiefer family has been running the farm as an agricultural business for generations. Host Simon Schiefer brings together traditional farm life and modern family holidays. The resort will feature a children's adventure area with a barn designed for play, an infinity pool with panoramic views, a sauna and relaxation room, as well as a dedicated children's water world. For its culinary offerings, the host family focuses primarily on products sourced from their own farm.

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

Panoramic location: KALM Aparthotel

Another new addition to Werfenweng will be KALM Aparthotel from December 2026. Its 40 apartments are spaciouly designed and combine modern alpine style with plenty of wood and large windows that open up views far into the surrounding mountains. Guests can make use of the on-site wellness area, restaurant, bowling alley and underground parking. The ski slope is on the doorstep and the valley station of the Rosnerköpfl gondola 200 m away.

<https://kalm-apartment.at/> (German only)

Designer Motel: das glockna

The stylish das glockna is set to open in Fusch on the Großglockner High Alpine Road in December 2026. This new designer motel in Hohe Tauern National Park combines minimalist architecture with an alpine lifestyle and is aimed at nature and culinary travellers as well as motorcyclists. Guests can unwind in the saunas and relaxation areas or enjoy the infinity pool with its spectacular panoramic views. The property will offer a total of 90 beds, comprising nine single-storey suites, two two-storey lofts, two rooftop suites, twelve double rooms, and five BergHäuser accommodating four to six guests. There will also be accommodation for around 20 staff members, and an underground car park with 25 spaces.

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

TIROL

Uncomplicated: Apartments '43

Apartments '43 has been adding to accommodation options in Reith im Alpbachtal since July 2026. Hanni and Hansi Reschenhofer, who have been running the neighbouring Dorfwirt restaurant for over 15 years, offer newly built studios for up to three and modernised apartments that range from 40 m² to 60 m² for up to five guests. There are also five pitches for motorhomes, campers and vans. Check-in is easy with the self-check-in system and a shared wellness area with Finnish sauna, bio-herbal sauna and infrared cabin as well as lounge and play areas complete the stay.

<https://www.apartments43.at/ferienwohnung-ferienwohnungen-im-alpbachtal.html> (German only)

Natural Design: The Green Resort

In December 2026, The Green will open in Uderns in the Zillertal, located directly on the 18-hole golf course. The new resort will feature 75 rooms and suites designed with wood, linen, and natural materials, complemented by large windows, clean architectural lines, and a calm colour palette. The resort will also offer Water Suites and Lodges with direct access to the property's private lagoon. Facilities will include a 3,300-square-metre indoor and outdoor wellness area, a kids' club, and several restaurants. The resort incorporates timber construction, photovoltaic systems, geothermal probes, and a wood-chip heating system.

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

VORARLBERG

Convenient: Cube Alpine Stay

Cube Alpine Stay with 11 double rooms and 16 apartments for two to six people opened in Bürs near Bludenz in February 2026. It was designed with families and business travellers in mind, boasting a 24-hour self-check-in to replace the traditional reception area. The functionally furnished rooms either come with a large desk or kitchen, whilst air conditioning and high-speed Wi-Fi are a given. Guests can book a space in the underground car park, with ski and bike storage also available. The two restaurants on the ground floor – Japanese steakhouse Akiko and Snash Burger Bar – are popular with guests and locals alike.

<https://cubestay.at/> (German only)

At the ski lift: AAALodge in Warth

The new AAALodge will open in Warth in December 2026. The three A's stand for "Arlberg All Access." The building is located directly next to the Dorfbahn Warth cable car, making it an ideal location for skiers. Guests can choose from eight apartments ranging from 35 m² to 125 m². The largest unit can accommodate up to eleven people. A 400 m² wellness area with a pool, saunas, and fitness room completes the offering. Guests can enjoy breakfast and snacks in the fireplace lounge.

<https://aaa-lodge.com/en/>

VIENNA

Urban lifestyle: The Companion

Just a one-minute walk from Vienna's Westbahnhof railway station, the new city hotel The Companion opened in March 2026. Its 138 rooms are divided into categories such as Solo, Nest, and Muse. Despite their compact layouts, the rooms offer a high level of comfort, including air conditioning, Wi-Fi, and natural-stone bathrooms. Some rooms also feature balconies or terraces. The carefully renovated historic building at Mariahilfer Straße 127a combines historic elements such as stucco, original columns, and exposed structural features with modern materials, clean lines, and furniture inspired by Art Deco and the Wiener Werkstätte. Food and beverage are an essential part of the concept. The Boca restaurant serves Mediterranean cuisine inspired by cities such as Barcelona and Paris, while the Calypso Bar features striking design and a strong evening and nightlife focus.

<https://www.companion-hotels.com/>

7. Accommodation Renovations

New rooms and suites, bigger terraces, modernised areas and, above all, more space for wellness. Austria's hotels have once again been investing in their properties this season. Hotel Enzian in Obertauern in SalzburgerLand is expanding its new Recharge Spa across four floors, while Naturhotel Höflehner in Haus im Ennstal is focusing on families with pools, a slide and play area. At Lake Achensee, a historic building is being brought into the present as boutique hotel Mazaggs and on the Zahmer Kaiser the Vorderkaiserfeldenhütte combines tradition with modern comfort after full renovation. Das Haus der Achtsamkeit in the Almtal takes a consciously calmer approach with retreat and meditation at the forefront and some new winter offers. In Bregenz, on the other hand, Hotel Ma.Ma shows just how straightforward a contemporary concept can be.

CARINTHIA

For individualists: Rosentaler Hof Quartier2

Apartmenthotel Quartier2 in St. Jakob im Rosental, which opened in July 2026, is part of the Landhotel Rosentaler Hof, located about 2.5 km away. The fully renovated building has 15 apartments, almost all with a balcony or terrace and space for two to four people across 28 m² to 65 m². Quartier2 is designed as a retreat with minimal services and utmost comfort. Guests are welcome to use the facilities of the recently renovated Rosentaler Hof, including the restaurant and spa area with an indoor pool, sauna and steam bath, which can also be accessed by external guests as a day spa.

<https://quartier2.at/> (German only)

LOWER AUSTRIA

Prime location: Gartenhotel Pfefferl

Gartenhotel Pfefferl in Dürnstein in the Wachau reopened its doors to guests in May 2026 following an extensive construction phase. 26 modern rooms ranging from 40 m² to 54 m² have been added in the new west wing, increasing the capacity of the traditional four-star hotel to a total of 66 double rooms. The wellness area has also been extended with a 160 m² relaxation room. The Gartenhotel has been a long-time partner of the Best of Wachau initiative – a group of selected establishments that best represent what the Wachau stands for.

<https://pfeffel.at/en>

UPPER AUSTRIA

Variety: IKUNA Naturresort

IKUNA Naturresort in Natternbach will be opening a new hangout for the cooler season this October. The new indoor pool with spa and indoor and outdoor relaxation areas will be exclusively accessible to those staying at the resort. Guests have also been able to enjoy the revamped 4,000 m² outdoor adventure pool since June 2026 (open in summer only). Overnight stays are available all year round, either in the Tipi Suites, Night Sky Chalets, Garden Rooms or at the campsite. The amusement park with more than 90 adventure stations is open with reduced hours in winter.

<https://ikuna.at/en/home>

Tree house stays with a spa

From autumn 2026, the Baumhotel belonging to WaldEntdeckerWelt in Kopfing will be heightening its treetop experience with a new spa. The haven in the middle of the forest will house various saunas and infrared heat cabins. The existing massage and treatment offerings will also be expanded with the opening of the spa. Other highlights of WaldEntdeckerWelt include a treetop trail with forest path and adventure playground as well as a restaurant. The Baumhotel is open all year round with the exception of 7 to 28 January 2027.

<https://waldentdeckerwelt.at/> (German only)

Slowing Down: Haus der Achtsamkeit

Following renovations and its reopening in May 2026, the “House of Mindfulness” in Grünau im Almtal will enter its first winter season in 2026/27. New features include additional rooms with balconies, as well as a relaxation area with a sauna and panoramic views. The existing rooms have also been renovated. In total, the house offers 37 single and double rooms. Focused on mindfulness, meditation, and retreats, the property is now incorporating winter activities such as snowshoeing and winter hiking into its concept for the first time. The Kasberg ski area is located nearby.

<https://www.hausderachtsamkeit.com/> (German only)

SALZBURGERLAND

Workout with a view: Laschenskyhof

Workouts at the Laschenskyhof in Wals near Salzburg have included a spectacular panoramic view since April 2026. From the new 80 m² fitness room which features the latest TechnoGym equipment and the new 60 m² yoga and Pilates room, guests can look out at the striking Untersberg mountain. There is also a new round wooden platform on the grass-covered roof for outdoor yoga sessions.

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

Cold and light: Waldhof Fuschlsee Resort

In April 2026, Waldhof Fuschlsee Resort expanded its 4,000 m² spa with two new treatment options: a cryo cold chamber and red-light therapy now complement the wellness and longevity offerings. Cryotherapy is based on a targeted cold stimulus, while red light therapy is delivered using light pulses. Both methods fit into Waldhof's wellness concept, which combines heat and cold applications, exercise, relaxation and conscious nutrition. The new treatments can also be booked as part of day spa packages.

<https://www.waldhof-fuschlsee.at/en/>

Truly refined: Lürzerhof

Following a major expansion, the Lürzerhof in Untertauern celebrated its reopening in July 2026. There are nine new suites, ranging from family suites with multiple bedrooms to luxury suites with private sauna or hot tub. An adults-only Sky Spa has been created on the fifth floor with a 20 m long infinity pool, two panorama saunas, an infrared salt dome, aroma steam bath, two panorama relaxation rooms and a tea lounge. On the ground floor, the spa reception and changing areas boast a new look. Two new massage rooms have been added, taking the wellness space to a total of 4,500 m².

<https://www.luerzerhof.at/en/hotel/new-in-2026/>

Wellness Across Four Floors: Hotel Enzian

In November 2026, wellness at Hotel Enzian in Obertauern will reach a new dimension: the new Recharge Spa will extend across four floors in a separate building, covering 1,400 m². The first floor features a koi pool and relaxation areas with mountain views, while the second floor offers a panoramic sauna, a herbal sauna, a whirlpool, and the Tokyo Lounge. The third floor is dedicated to treatments, massages, and relaxation. The fourth floor houses the textile-free sauna area, with a saltwater steam bath, two saunas, and a yoga room, as well as additional relaxation areas.

<https://www.enzian.net/en/>

Major redesign: Hotel Breitlehenalm

Hotel Breitlehenalm in Obertauern will be showcasing its new design from winter 2026/27. The section built in 1993 is being completely renovated and the rooms will have a modern alpine design featuring natural materials and warm fabrics. The entire facade is being redesigned too. In addition, 12 new apartments for two to eight people are being built, with up to three bedrooms and three bathrooms in the larger units. Four AlmPanorama double rooms will also be added.

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

New concept: Kathrin – pure alpine living

Popular, family-run Hotel Kathrin in Großarl is becoming Kathrin – pure alpine living. After full renovation the establishment will be presented from winter 2026/27 as an apartment building with 23 units for 2 to 11 people. A new wellness area, lounge and flexible services such as breakfast and bread roll delivery combine the privacy of an apartment with hotel-style amenities.

<https://www.grossarl.at/de/unterkuenfte/grossarl/hotel-kathrin.html> (German only)

More room for wellness: Hotel Königgut

In mid-December 2026, the thoroughly updated Hotel Königgut in Wals-Siezenheim will reopen with a new wellness centre. The centrepiece is a 14 m long pool with indoor and outdoor areas alongside saunas, a steam bath, an infrared cabin and a new fitness and yoga room. The reception, hotel bar and seminar areas are being redesigned too. 14 rooms will receive new bathrooms, wooden floors and air conditioning.

<https://www.koeniggut-salzburg.at/en/>

Even more space: Hotel Rupertigau

Next to the existing Hotel & Restaurant Rupertigau in Wals-Siezenheim, a new building with 18 additional rooms and 4 apartments is being constructed. Located where the former garage stood, the extension will add to the existing 25 rooms of the traditional establishment. It is planned to be completed in spring 2027.

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

STYRIA

Grown-up: Heilthermen Resort Bad Waltersdorf

From 1 October 2026, Heilthermen Resort Bad Waltersdorf will be an adults-only resort. At the same time, a new infusion sauna will expand the wellness area with space for up to 60 guests and a large panoramic window opening up views to the outside. Natural materials shape the design in line with the “Power of Nature” infusion concept. The existing Styrian sauna is also being renovated.

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

Japanese flair: Asia Hotel & Spa Leoben

As of October 2026, Asia Hotel & Spa Leoben will feature the new Sakura Spa, an exclusive wellness area for hotel guests aged 16 and over. It includes a garden sauna heated to 95°C with space for about 40 people, the Sakura Lounge, a tea bar and outdoor space. Hotel guests have free, direct access to the spa and day guests can use it as part of a Sakura Spa VIP package.

<https://www.asiaspa.at/en/sauna-leoben/sauna-world-indoor-1>

Upgrade: Zinkenalm

Former youth hostel Zinkenalm in Lachtal will reopen as a hotel in December 2026. The premises have been extensively renovated and the rooms brought up to a higher standard. There are a total of seven accommodation units to choose from: six family rooms with two sleeping areas and one double room. All rooms are fully equipped and have their own bathroom. Thanks to its location, the Zinkenalm is a popular place for families to stay, with the ski slopes and hiking trails nearby.

<https://skilachtal.at/zinkenalm/en/>

Play World: Hotel Höflehner

The Naturhotel Höflehner in Haus im Ennstal is opening an extension in December 2026 that offers everything needed for the perfect family holiday. The seven-storey building houses 30 family rooms and suites ranging from 32 to 55 m² in size. The pool and spa area spans the sixth and seventh floors. Highlights include the 30-metre indoor pool, the 20-metre outdoor pool, and the 70-metre-long tube slide. The lower floors feature playrooms, two bowling alleys, a family cinema, and interactive attractions such as a football pitch and a trampoline area.

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

TIROL

Phoenix from the ashes: by Franz – Alpine Aparthotel

In June 2026, the former Landhotel Lechner in Kirchberg became the by Franz – Alpine Aparthotel. Instead of traditional hotel rooms, there are now 13 high-quality apartments, ranging from compact premium units with 30 m² of living space to 98 m² superior apartments. Special features include the cosy seating nooks by the window, modern technology and the wooden structure of the top floor. There are also a sauna and ski and bike room. A photovoltaic system provides part of the energy supply.

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

Floating pool: Minglers Sportalm

Minglers Sportalm in Kirchberg near Kitzbühel opened its new panoramic outdoor infinity pool in June 2026. The 16.5 m year-round heated pool floats 6 m above the treetops and can be reached via a walkway from the rooftop terrace where a bar, lounge and beach vibes invite you to hang out. The view reaches across the Sonnberg and Hahnenkamm all the way to the Kitzbühel Alps. Together with the existing indoor infinity pool, the outdoor pool completes the Alpin spa.

<https://www.hotel-sportalm.at/en/>

Redevelopment: Hotel Bergland

Hotel Bergland in Sölden is growing in several stages. New additions since July 2026 are a fitness area, yoga room, youth lounge, new terrace and an expanded day spa area. In October 2026, the hotel is opening what the host family claims to be Tirol's first onsen pool. Inspired by the Japanese tradition of bathing in natural hot springs, it combines soothing warmth with unobstructed views of the mountains. The expansion of the sauna area is planned to be completed by summer 2027.

<https://www.bergland-soelden.at/en>

Complete Face-Lift: Vorderkaiserfelden Hut

On October 19, 2026, the more than 130-year-old Vorderkaiserfelden Hut on the Zahmer Kaiser will reopen after around two years of extensive renovation. Its historic character has been preserved, while the use of local wood, upgraded technology, and improved safety standards provide greater comfort. A log-burning heating system has now replaced the electric heating. A cistern collects rainwater for use as utility water. The photovoltaic system supplies the building with additional energy. In terms of food, the innkeeping couple is focusing on regional products. A new self-catering hut with a winter room is being built next to the main hut. The hut will be open year-round in the future and can be reached in winter via a scenic winter hike.

<https://www.alpenverein-muenchen-oberland.de/huetten/alpenvereinshuetten/vorderkaiserfeldenhuette/baumassnahmen-vorderkaiserfeldenhuette> (German only)

Tyrolean style: Q Lodge at the Quellenhof

The Quellenhof in Leutasch in Seefeld will have additional accommodation options from November 2026 with new Q Lodge, featuring 15 high-quality rooms and suites ranging from 23 m² to 52 m² in size. Natural materials, Tyrolean carpentry, alpine craftsmanship, spacious terraces and views of the mountains shape the lodge, which is just 100 steps away from the main building. At Q Spa, Q Lodge guests have their own separate changing area.

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

Reconstruction: Hotel Klosterbräu

Following a fire in April 2026, Hotel Klosterbräu in Seefeld will reopen on 1 December 2026. The host family is using the reconstruction to implement previously planned projects. An adults-only sauna house with panoramic views and a 50 m natural bathing pond will expand the wellness area. The existing spa and selected rooms are being renovated too, with more of the popular, modern alpine style Nature Double Rooms to choose from in the future.

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

Doubled: Biohotel Bergzeit

Biohotel Bergzeit in Zöblen in the Tannheimer Tal will welcome guests again from December 2026 following extensive renovations and extensions. The family-run hotel is growing significantly with 23 additional rooms – doubling its previous capacity. There is also a new wellness area with an 18 m pool, sauna, spa section and yoga and fitness room, as well as an underground car park and a bar. A pellet heating system complements the changes.

<https://www.biohotel-bergzeit.at/biohotel.html> (German only)

Temporary home: Central Hotel & Apart

Central Hotel & Apart in Fügen in the Zillertal will reopen after its renovation and expansion in December 2026. Central Hoamat is being built next to the main hotel with 18 new apartments, each around 50 m². At the same time, the host family is updating the rooms and apartments in the existing building. There is also a new panoramic rooftop pool, family and adults-only saunas, a fitness room, additional play areas and a spacious garden. The underground car park is being expanded, and each room will have its own locker in the new ski and bike storage.

<https://www.central-zillertal.at/en/>

Revitalisation: Mazaggs – Alpenhof am Achensee

Guests from all over the world used to holiday at the Mazaggs Alpenhof, which opened in 1902 in Pertisau on Lake Achensee. However, for the past 50 years, the property had been in a kind of “Sleeping Beauty” slumber. For several years now, the charming building, with its wooden balconies and named after its architect, Siegfried Mazagg, has been undergoing renovation. At the end of 2026, it is due to reopen as a boutique hotel with 39 rooms and suites, as well as a restaurant. In keeping with the atmosphere, the rooms are inspired by Art Deco. Mediterranean and Asian influences add fresh accents. New additions include the 2,000 m² Alma Spa, featuring five saunas, a 20-metre outdoor pool, a fitness area, a yoga room, and rooms for spa treatments. For celebrations and events, there are several rooms, as well as the terrace and the large garden overlooking Lake Achensee.

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

Nice and stylish: Buggls

Buggls in Sölden will be welcoming guests with a fresh look from winter 2026/27. It will offer 14 holiday apartments for 2 to 6 people – from the down-to-earth Base to the luxurious Grand and the spacious Family. All apartments include fully equipped kitchens, a balcony with mountain views and free parking. Mountain lifts, restaurants and shops are within walking distance.

<https://www.buggls-soelden.at/en/>

VORARLBERG

Refurbished: Alpenrose Schruns

Step by step, Hotel Alpenrose in Schruns in the Montafon is enjoying a makeover. Since July 2026, the indoor pool, restaurants with buffet area and hotel bar have been sporting a modern look. New treatment rooms have been added to the Alpine Spa and the panoramic outdoor pool with a spacious sun deck opened at the end of August 2026. From December 2026 there will be 19 new rooms and suites on the 5th and 6th floors, ranging from 28 m² double rooms to 37 m² and 45 m² suites. A new textile sauna for families was also added.

<https://www.spa-alpenrose.at/en/>

Uncomplicated: Hotel Ma.Ma in Bregenz

The Hotel Ma.Ma opened in the former Hotel Germania in Bregenz in July 2026 following renovations. The urban boutique hotel, with 42 newly designed rooms, combines personal hospitality with a flexible, contemporary hotel concept. Thanks to digital self-check-in, guests can arrive and depart whenever it suits them. The hosts offer breakfast, while cafés and restaurants are within walking distance.

<https://hotel-mama.com/> (German only)

Stylish: VAYA Hotel Post

Since the end of the 2025/26 winter season, Posthotel Rössle near the Versettlabahn cable car in Gaschurn in Montafon has belonged to the VAYA group. The company used the summer months to completely refurbish the 60 rooms and suites in modern alpine style, and they will be available to stay in from December 2026. The restaurant has also been redesigned, and an outdoor pool and additional sauna and steam rooms complete the package.

<https://www.vayaresorts.com/en/hotel/vaya-post-montafon/>

8. Personalities

There are plenty of people who want to make a difference in Austria. And they do their own thing. Anna Luca Krassnigg brings a unique blend of theatrical forms to Wiener Neustadt with the Wortwiege Festival, siblings Barbara Kottke and Hans-Jörg Unterrainer run the historic Kirchenwirt in Leogang in the sixth generation and strudel chef Sabrina Heidrich from the Kötschachtal has made a name for herself with around 50 different strudel varieties. Tyrolean tourism visionary Franz Tschiderer reimagined the family holiday, snowboarder Alessandro Hämmerle is about to compete in the World Championships at home in Montafon and Sabine Perzy guards the secret of the snow globe in Vienna. As different as their stories might be, one thing connects these individuals: their passion for what they do.

BURGENLAND

The sparkling winemaker from Gols, Peter Szigeti

Wine merchant Josef Szigeti from Gols had health problems and asked his sons for help. So, in 1990, after three years as a restaurant manager in Brazil, Peter Szigeti returned to Austria, where he and his brother Norbert took over the business and founded Szigeti sparkling winery. Their idea was not just to see sparkling wine as a byproduct of wine production, but as an independent product of enjoyment with the varietal characteristics of local grapes. They focused on varietal sparkling wine and the traditional bottle fermentation method known as Méthode Traditionnelle from the start. Today, Peter runs the business with his wife Anita. The focus is entirely on production, because the family doesn't own any vineyards: the grapes for their wines come from partners within a 20 to 30 km radius.

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

Organic popcorn pioneer Martina Schmit

From the law firm to the field! About 25 years ago, Martina Schmit gave up her office job and took over the family farm in Zagersdorf in Burgenland with her husband. Bit by bit, the conventional farm was transformed into a versatile, organic-certified operation, where today more than a hundred hectares are cultivated and a large portion of the products are processed and marketed directly. Martina's inventive spirit shines through in her unusual specialty: organic-certified popcorn. In search of local, organic and non-hybrid corn, she had the idea to grow some herself one evening while watching TV with her son Martin. The first harvest, turned into popcorn, sold out immediately. Today, Martina says she is the only person in Austria who makes certified organic popcorn and she continues to develop new products for direct sales – from oils and pumpkin seed products to pasta made from chickpeas. Her recipe for success: don't doubt yourself, just pursue your ideas.

<https://biohof-schmit.at/> (German only)

CARINTHIA

Brewers Alois Planner and Klaus Feistritzer

Alois Planner and Klaus Feistritzer grew up as friends in two inns in Mauthen. After graduation they went their separate ways, with their training and travelling years taking them to Australia, Paris, New York, Ischgl and beyond. Back in the Gailtal, they found each other again and began turning a hobby into their profession. They brewed their first beer in the Planners' kitchen using grandma's soup pot, a cloth nappy for straining and a plastic bucket for fermenting. Alois and Klaus founded Loncium beer manufactory in 2007 and built its first brewhouse in an old stable from 1703. Today, they produce numerous, sometimes unusual beers in Kötschach-Mauthen, many of which have won awards. The brewery is connected to the Planners' beer hotel and brew pub and can be visited on tours and tastings.

<https://www.loncium.at/> (German only)

Winemaker Sabine David

What is now known as vlg. Ritter winery in St. Paul in the Lavanttal began as a hobby in 2010 alongside Sabine David's job as a technician. But Sabine soon enjoyed working in the vineyard and wine cellar far more than in the office and she has been a full-time winemaker since 2022. Sabine makes wines from Burgundy and PIWI grape varieties (fungus-resistant varieties) that regularly receive awards, including gold medals at the Berlin Wine Trophy (most recently in 2023) and gold and silver at the Austrian Wine Challenge (most recently in 2025). In 2023, Austrian trade magazine Vinaria listed Sabine as one of Austria's best female winemakers. She is supported by her husband Dominique, a passionate craft beer brewer, and their three children. "In the vineyard I found what I was missing in the office: grounding, joy – and the feeling of being where I belong," she writes on her website.

<https://vulgoritter.at/> (German only)

LOWER AUSTRIA

Theatre artist Anna Luca Krassnigg

Anna Luca Krassnigg has five first names, two surnames and seemingly hundreds of ideas per minute. As a director, writer, head of the Sea Change Initiative and directing professor at the Max Reinhardt Seminar in Vienna, she brings many of them to life. At present, her greatest passion is the Wortwiege Festival in Wiener Neustadt, which she founded and has directed since 2020. Through the festival, she brings a spectrum of thought-provoking and unique forms of theatre to life in the city's historic casemates. The next edition will take place from 16 February to 21 March 2027. Away from the stage, she embraces her Italian family heritage and performs as Anna Luca Poloni with her band Fox On Ice, taking on roles as lyricist, singer and performer.

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

Mountaineer, author and photographer Karl Tisch

Everyone knows "Schneeberg-Koarl" around the Schneeberg and as a mountain guide and rescuer, Karl Tisch knows almost every rock and story of Lower Austria's highest mountain. He shares his knowledge in lectures, illustrated by his own photos, and books. Karl grew up in Puchberg at the foot of the Schneeberg. The trained carpenter works full-time as a shunting locomotive driver for the Austrian Federal Railways. It was Karl's father who laid the foundation for his love of the Schneeberg. He worked for the Schneebergbahn and so, as a child, Karl could often take the cog railway up the mountain early in the morning and enjoy the tranquil surroundings. Numerous hiking and ski tours and rescue missions followed. Over time, Karl discovered photography, and the amateur photographer is now always looking to capture the perfect sunrise and sunset.

<https://region-im-netz.at/produkt/karl-tisch-der-schneeberg> (German only)

UPPER AUSTRIA

Blueprinters Maria and Felix Wagner

Blueprinting is an ancient tradition and also part of UNESCO's Intangible Cultural Heritage. In Austria, however, there are only two workshops left that specialise in this art: Blaudruck Koó in Burgenland and the manufactory of Maria and Felix Wagner in Bad Leonfelden in the Mühlviertel. Their family business is celebrating its 150th anniversary in 2028. Everything is still done by hand here: from dyeing to printing and creating the final clothes and accessories. The Wagners can choose from over 300 different print patterns, using almost exclusively linen from the Mühlviertel as the fabric. They both love bringing joy to others with their work and keeping such a traditional craft alive.

<https://www.blaudruck.at/> (German only)

The tech-savvy cultural manager Christl Baur

An internship took Munich-born Christl Baur to Linz and the Ars Electronica Center in 2016. She was studying cultural history and cultural management in Graz at the time and was also taking science courses. Christl loved the combination of art, science and technology so much that she took on more and more responsibility in Linz. She has been running the Ars Electronica Festival for a number of years now, which tackles future topics and gives artists from all around the world a stage. Christl has long since felt at home in Linz. When she's not travelling the world or busy with projects, you will find her outdoors, cycling or running in the Donau-Auen National Park.

<https://www.visitlinz.at/sichtweisen/christl-baur> (German only)

SALZBURGERLAND

Innkeeping siblings Barbara Kottke and Hans-Jörg Unterrainer

First documented in 1326 as the “Taverne zu St. Leonhard”, Kirchenwirt in Leogang is considered the oldest inn in SalzburgerLand. For more than seven centuries, the establishment has served as a resting place, meeting point and stopover for travellers, pilgrims and locals along the route between Salzburg and Tyrol. The Kirchenwirt has been owned by the same family for around 150 years; today, siblings Barbara Kottke and Hans-Jörg Unterrainer run the listed historic property in its sixth generation. Both gained experience away from home before returning to Leogang: Barbara as a marketing manager and Hans-Jörg as a professional snowboarder who even competed at the Olympic Games. Together, they are committed to bringing the history of the house to life and showcasing the flavours of its Alpine surroundings. Culinarily, the Kirchenwirt has long been considered a destination of the highest calibre: a Michelin star, four Gault & Millau toques and other accolades underscore its reputation as one of the leading culinary addresses in the Alps. <https://www.hotelkirchenwirt.at/> (German only)

Head of the ski school at 23, Lisa Kraft

At the height of lift pillar 14 on the Arlberg, Lisa Kraft received a call that would change her life. A friend asked if she would like to take over Skischule Happy in Altenmarkt. "Sure, why not!" was her response, because the now 24-year-old is not afraid of hard work. Having grown up on a farm in Rußbach, Lisa attended hotel management school in Bad Hofgastein, was a ski racer and qualified ski instructor, funded by working at the Munich Oktoberfest. And so, she took over a ski school that Rupert Mair had run for 30 years. Rupert supported Lisa with his experience and down-to-earth nature until she was ready to run the school with around 25 ski instructors on her own. Alongside her management position Lisa is currently completing the three-year training to become a physiotherapist – her second dream job. <https://www.skischule-happy.at/> (German only)

STYRIA

The craftswomen from Vergissmeinnicht Vintage Factory

About 15 years ago, six creative women led by Coco Kammerer came together and founded the Vergissmeinnicht Vintage Factory in Altaussee in the Salzkammergut. At the shop with its own studio, they devote themselves to their love of traditional costumes and recycling, making new favourites out of existing materials. Vintage dirndls are given a new lease of life and dirndl skirts are made from scratch with a modern twist. Nostalgic crockery and lovingly handcrafted items complete the range. The store also sells products from Lebenshilfe Ausseerland, including ceramics, woodwork and herbal salts. <https://www.vergissmeinnicht-vintage.com/> (German only)

The wellness visionary Robert Rogner

With Rogner Bad Blumau, commercial councillor Robert Rogner created one of Austria's most unusual tourism projects. When he met artist Friedensreich Hundertwasser in Vienna in January 1992, Rogner had planned to create a conventional hotel for Bad Blumau. But there was a change in plan. The two men got talking and instead of a traditional holiday resort they came up with a complex that's organically integrated into the landscape and individually designed. Together with architect Peter Pelikan, they brought the unique work of art to life which opened in 1997 and will celebrate its 30th anniversary in 2027.

https://www.blumau.com/en/no_cache.html

TIROL

The man setting the pace: Franz Tschiderer

Franz Tschiderer has shaped tourism in Tirol like few others. Having started out as a drummer, keeping time with the beat, he later became a strategic pioneer for an entire industry. After studying economics in St. Gallen, Switzerland, and completing a PhD on destination development, he recognised the untapped potential of the Alps. How do you develop a product that really works? That was his central question. A family holiday with his three-year-old daughter gave him the idea of positioning his hotel in Serfaus as a family hotel – a radical move at the time that met with considerable scepticism but quickly proved to be a successful model. His systemic approach became the foundation for an entire region. As chairman of the local tourism association, he worked with hotels, cable-car companies and ski schools to develop a consistent focus on families as their target market. In 2005, he brought about the merger of Serfaus, Fiss and Ladis. In tourism committees, Franz Tschiderer always knew how to pull the strings behind the scenes. His guiding principle: success can only be achieved when all forces work together. In recognition of his life's work, he received the Tirol Touristica Award in 2026.

<https://www.tirolwerbung.at/tiroler-tourismus/touristica/tirol-touristica-2026-lebenswerk>

(German only)

Dumpling expert Nadine Kirchmair

Nadine Kirchmair from Berwang was the youngest head chef on the AIDA fleet before the coronavirus pandemic abruptly ended her career on the cruise ship. She returned to Tirol a day before the first lockdown. To keep herself occupied, Nadine began making dumplings at home and, inspired by a joke by her mother about selling the dumplings out of the window, the Knedlerei was established in 2020. Together with her mum Dagmar, Nadine has been making hand-rolled dumplings in Berwang ever since, following recipes from her mother and grandmother and using ingredients that are as local as possible. The range reaches from bacon, spinach and cheese dumplings to sweet and vegan varieties. In the meantime, visitors can even watch the dumplings being made during demonstrations at the new site.

<https://knedlerei.at/> (German only)

VORARLBERG

Olympic champion Alessandro Hämmerle

When the FIS World Championships in snowboard, freestyle and freeskiing take place in Montafon from 6 to 21 March 2027, the people of Vorarlberg will be cheering on one athlete in particular: Alessandro Hämmerle, a two-time Olympic champion who grew up in Gaschurn in the Montafon valley. His speciality is snowboard cross, a competition in which a group of at least four riders race simultaneously down a course. Alessandro Hämmerle won gold in the event at the 2022 Olympic Games in Beijing and again at the 2026 Olympic Games in Milan-Cortina. In his free time, the athlete prefers to be at home with his wife, family and friends. More recently, he has also been spending time on the Golf course during the summer, where he finds it particularly easy to switch off.

https://www.instagram.com/alessandro_haemmerle/

The unconventional museum director Stefania Pitscheider Soraperra

Stefania Pitscheider Soraperra, born in Brixen in South Tirol and a native Ladin speaker, studied art and architectural history, history, philosophy and archaeology in Vienna, Graz and Salzburg. She worked at important institutions such as the Kunsthistorisches Museum and Kunsthalle Wien before taking over management of Hittisau Women's Museum in 2009. The fact that a small museum in the Bregenzerwald became her focal point fits with Stefania's idea of culture: it should not sit in an ivory tower, but tackle societal questions, spark discussions and bring people together. At the Women's Museum she works with her team to make women's and gender history visible and to look at current social issues from a gender perspective. The exhibitions come about through exchanges with many different people, whose experiences and knowledge keep opening up new perspectives.

<https://www.frauenmuseum.at/> (German only)

VIENNA

The biscuit making Körber family

In Hernals, the 17th district of Vienna, you will find baking done the old-fashioned way. Claudia Körber took over the family business with her husband Alexander and his sister Gabriela Gföhler in 2010, running Kekseriei Körber in the second generation. The recipes for traditional Vanillekipferl, Linzeraugen, Kokosbusserl, Florentiner and Mohnaugen still come from her mother-in-law. About 80% of production is done by hand – from cutting out to spreading with jam and dusting with sugar. It gets particularly busy in the run-up to Christmas, with around 200 kg of biscuits made every day from October to December. The biscuits are sold in the retail sector, bakeries, delicatessens, hotels and at wine taverns.

They can also be ordered online.

<https://kekseriei.at/> (German only)

The Keeper of the Snow Globe Secret: Sabine Perzy

What is now known around the world as a quintessential Vienna souvenir was actually invented in Vienna: around 1900, surgical instrument mechanic and inventor Erwin Perzy I created the first snow globe. Today, Sabine Perzy (37) runs the family business in its fourth generation. Around 200,000 snow globes are produced by hand at the Vienna workshop every year. Alongside classics such as St Stephen's Cathedral and the Giant Ferris Wheel, the company also creates bespoke designs. The glass globes are now exported around the world, with Japan being a particularly important market. There is a special secret inside each one, too: the snow is a closely guarded company secret, while the liquid inside the globe is simply ordinary Vienna tap water.

<https://schneekugel.at/geschichte>