

## Trailblazing Women: These Women Shape Holidays in Austria

From Nobel Peace Prize winner Bertha von Suttner, to inventor and 1940s Hollywood film star Hedy Lamarr, to human rights campaigner Ute Bock: pioneering Austrian women have been making waves for centuries. And the tourism industry is no exception.

Whether it's women-led sustainable hotels that prioritise eco-conscious travel or cosy huts that celebrate Austria's culinary heritage, Austria's female business leaders are blending tradition with modernity. Their entrepreneurial spirit, combined with a deep-rooted passion for local culture, ensures that Austria remains a top-tier destination for global travellers seeking authentic, enriching experiences. Here are three power women to know.

### Michaela Reitterer, Boutiquehotel Stadthalle, Vienna

Michaela Reitterer is the owner of the world's first urban hotel with a zero-energy balance. After acquiring [Boutiquehotel Stadthalle](#) Vienna in 2001, Michaela took on the task of renovating the entire hotel to increase ecological sustainability. To say she succeeded would be an understatement. She oversaw the installation of a solar energy plant, a photovoltaic plant, a ground-water heating pump and wind turbines – not to mention a rainwater collection system, LED lighting, upcycled interiors and a lavender roof home to a handful of bee colonies. A pioneer of eco-friendly accommodation, Michaela has received awards including the Austrian Climate Protection Prize and the Environmental Prize of the City of Vienna.

### Katharina Daum, Olperer Hut, Zillertal

Sustainable accommodation isn't hard to find in the Austrian mountains, but alpine huts led exclusively by women are seen with somewhat less frequency. That's why, when single mum Katharina Daum took over the running of the [Olperer Hut](#) in the Zillertal Valley almost 30 years ago, she was met with some scepticism from a few of the local farmers. She took on the challenge armed "without any money and with nothing more than (her) old toolbox and a headlamp" – and almost three decades later, her hut is one the most successful and best loved in the country. From its fluffy Kaiserschmarren to the stunning views of the Tux Alps from the dining room's panoramic window: Katharina's drive and her talent as a mountain hut owner are evident in every element of a visit to the Olperer Hut.

### Lorraine Huber, Women's Progression Days, Lech Zürs am Arlberg

Professional freerider Lorraine Huber won the Freeride World Tour in 2017 and later co-founded Austria's first freeriding school in Lech Zürs am Arlberg. She has been organising women-only camps - known as [Women's Progression Days](#) - since 2008. The three to four days long camps typically take place in March and April and are open to women from 18 to

1/2

65. They include several hours of freeriding per day with female instructors, avalanche emergency training and technique video analysis, as well as goodies such as a relaxing yoga session or a professional photographer to document the adventures. Besides their signature freeriding camp, Lorraine and her in-house instructors also run a ski touring camp.