

EXPERIENCE REGION HOCHSTEIERMARK

High SPIRITS

WHAT MAKES US HAPPY

MOUNTAIN LODGE
DELICACIES AND AWARD-
WINNING CUISINE,
VENISON AND GAME
SPECIALTIES AND THE
TASTE OF BEER

CITY | COUNTRY | HOCHSTEIERMARK

Mountainscapes, forest tranquility and dreamy towns in the region
with the Semmering Mountains as a backdrop

Steiermark



THE TOP 15 ATTRACTIONS IN THE HOCHSTEIERMARK REGION

Spring TIME



KAPFENBERG
OBERKAPFENBERG CASTLE



ST. BARBARA
THE PILGRIM'S CROSS
AT VEITSCH



ST. LORENZEN
THE ROMANTIC
BRÜNDLWEG TRAIL



KRIEGLACH
PETER ROSEGGER

Summer RETREATS



STANZ
THE SONNENWEG TRAIL
AT STANZ



MÜRZZUSCHLAG
THE SÜDBAHN
RAILWAY MUSEUM



AFLENZ
THE BÜRGERALP ALPINE
PASTURE AT AFLENZ



KINDBERG
THE GUILD POLE

Autumn MAGIC



THÖRL
THE HOCHSCHWAB
MOUNTAIN



LANGENWANG
THE CASTLE RUINS
AT HOHENWANG



BRUCK AN DER MUR
THE CASTLE HILL



TURNAU
ST. JAMES' WAY TRAIL

Winter DELIGHTS



NEUBERG AN DER MÜRZ
THE MINSTER AND
KAISERHOF GLASSWORKS



MARIAZELL
THE BASILICA
AT MARIAZELL



SPITAL AM SEMMERING
THE STUHLACK SKI RESORT

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Outlook

HIGHS

THE HOCHSTEIERMARK REGION IN FIGURES
YOU WOULDN'T HAVE EXPECTED.

THE HOCHSTEIERMARK REGION

1,854 km²

This adventuresome region is
as big as **260,000 soccer fields**.

HOCHSCHWAB

2,277 m

The highest mountain in the Hochsteiermark
region and the area with **the most**
chamois in Europe.

MOARHOF WATER WELL SYSTEM

Supplying **17 million liters/day**
of the purest **drinking water** from
the **Hochschwab** mountain to the
central regions of Styria as far south as Graz.

~92,000

HOCHSTEIERMARK HEARTS

are beating here in this beautiful place
we call home.

FOREST SHARE

73.5 %

of the Hochsteiermark region is covered by forest.
There are **around 115 million trees**
in the forests here.¹

DECEMBER 21

1157

Monk Magnus lays
the cornerstone for the
Marian shrine in Mariazell.

THE PILGRIM'S CROSS AT VEITSCH

40.7 m

The world's largest walk-through
wooden cross can be found
in St. Barbara.

HIGH-ALTITUDE SPRING WATER

400 Million liters/day

For more than 100 years, 400 million liters of
spring water per day have been flowing
through two high-altitude pipes to Vienna,
supplying the city with fresh drinking water
from the Rax and Hochschwab mountains.²

UNESCO WORLD HERITAGE SITE

1998

In 1998, the **Semmering Railway**
was added to the list of
UNESCO World Heritage Sites.

WIEN
60 minutes

WIND POWER

130 Million kWh/per year

The **wind turbines** on the Pretul mountain generate
130 million kWh of electricity per year,
supplying around 31,000 households.³

PETER ROSEGGER

1843

The region's
most famous poet was born in Alpl
near Krieglach in 1843.

5,000

VISITORS

The **Kapfenberg town hall**, the second
largest hall in Styria, can accommodate
up to 5,000 visitors.

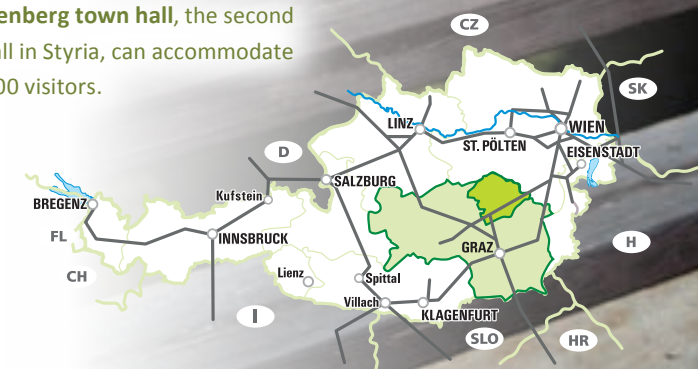
INFO

+43 3862 55020

This number will connect you directly to **our office**
in the Kornmesserhaus in Bruck an der Mur.
You can reach the Mariazell tourist office at
+43 3862 55020-20.

LEOBEN
10 minutes

GRAZ
45 minutes



¹ Sources: <https://www.waldgeschichten.com/aus-dem-leben/unser-wald-in-oesterreich/der-wald-in-der-steiermark/>
https://www.agrar.steiermark.at/cms/dokumente/10431751_12978244/b9f802a0/WEP_Bruck_Muerzzuschlag_Textteil.pdf

² Source: <https://www.wien.gv.at/wienwasser/versorgung/weg/index.html>

³ Basis of calculation: Three-person household with an annual consumption of 4,200 kWh

A Hearty Welcome

WHERE ENCOUNTERS DO COUNT
AND MOMENTS BECOME PRECIOUS.

MOUNTAIN EXPERIENCES & ALPINE
ADVENTURES, CYCLING & BIKING, HIKING
& PILGRIMAGES, ART & CULTURE,
FOREST BATHING & HERBAL WALKS ...

With its culinary delights and warm hospitality, a vacation in the Hochsteiermark region will leave a lasting impression on you long after you've returned home. The northeastern-most region of Styria stretches from the Kornmesser town of Bruck an der Mur to Kapfenberg to the poet Rosegger's Waldheimat woodland home on to the Styrian mountains at Semmering. It continues from the Mürz Oberland Nature Park to the region around Mariazell. In the center of Upper Styria, the Hochschwab massif stands tall with its limestone plateau.

What else is there to discover here? Magnificent mountainscapes, green alpine meadows and an infinite wealth of activities to enjoy in the fresh mountain air.

Simply put: If you are looking for the perfect match between city life & the countryside with an extra dose of culture & cuisine, then it's High Time for a vacation in the Hochsteiermark region.



Where city & countryside BECOME ONE

2

MULTI-FACETED AND MAGNIFICENT, INNOVATIVE AND INSPIRING

THE SIX REGIONS OF HOCHSTEIERMARK – LUCKILY NEVER FAR AWAY

BRUCK AN DER MUR – KAPFENBERG

Lively urban culture with nature close at hand. The historic old town of Bruck an der Mur will make an impression with its magnificent architecture and charming flair. Those who love knights or falconry, will find what they are looking for at Oberkapfenberg Castle in the neighboring city of Kapfenberg, home to sports and high-tech alike. Both cities combine nature, culture, and recreation. Just the place for a stroll through the city to visit a café or restaurant.

WALDHEIMAT-VEITSCH

In the region around Krieglach, you can't help but follow in the footsteps of Peter Rosegger: his birthplace, the woodland school at Alpl and the Rosegger Museum provide insight into the life of the Styrian poet. The annual Christmas Joy Hike during Advent, based on one of Rosegger's most famous tales, is a truly memorable experience. In the Veitsch valley the world's largest walk-through wooden pilgrim's cross is a towering sight on the Ölberg Mountain at Veitsch. The nearby Brunnalm-Hohe Veitsch alpine pasture region attracts visitors in every season with nature, sports, and fun for the whole family.

STYRIAN SEMMERING

Culture, nature, and sports. That's what the Styrian side of the Semmering has to offer. The UNESCO World Heritage Semmering Railway, the Südbahn Railway Museum and the Winter Sports and Brahms Museum in Mürzzuschlag promise you many exciting discoveries. In the winter, the Stuhleck ski resort delights visitors with its perfectly groomed slopes. And it's not just skiers who get their money's worth. The summer months beckon both bikers and nature lovers on scores of hiking trails, especially the wind+bike Park at Pretul. You can round off the day with Styrian cuisine in cozy lodges and inns.

MÜRZ OBERLAND NATURE PARK

Hiking in the footsteps of climate change, an experience nature museum, the Forest of the Senses, and the alpine plateau at Schneealm: In the Mürz Oberland Nature Park it's all about experiencing nature. The region is also something to be explored on two wheels. Those just cycling for pleasure can take to the R5 Mürztal Valley Bike Path that follows the former railway line, while mountain bikers will find all of the idyllic alpine pastures and marked mountain tour paths their hearts' desires. Neuberg an der Mürz offers culture enthusiasts a wealth of architectural monuments, concerts, readings and the chance to see traditional glassblowing up close.

3

MARIAZELLERLAND

With its basilica, Mariazell is Austria's most famous place of pilgrimage. Pilgrims arrive from all directions: on any of the traditional trails leading to Mariazell or on the Mariazell Founder's Trail itself. Wander in, take a deep breath, and get on the move. The Mariazell Bürgeralpe is an alpine experience for the whole family, easily accessible by the Bürgeralpe Express cable car directly from the Mariazell town center. The Museum Tramway steam locomotive takes passengers to the crystal-clear Erlaufsee lake. Connoisseurs can look forward to true heaven-sent treats: Mariazell's own honey gingerbread and soothing liqueur digestif are a centuries-old tradition.

ALPINE REGION OF HOCHSCHWAB-POGUSCH

Summit bliss, the scent of herbs, and clear mountain air. In the Hochschwab region every hike becomes a rendezvous with nature. With a little luck you might spot some chamois and ibex sharing the trails with you. In the valley the many themed trails devoted to water and wild herbs invite you to explore the region that is known for its pure spring water. It comes from the Hochschwab mountain and flows to the metropolitan areas of Vienna and Graz. The Bürgeralm alpine pasture at Aflenztal will delight you with its alpine flora, edelweiss, thyme and goldenrod and in the winter there's magnificent natural snow. Experience nature that's a class of its own. Those looking for cultural inspiration as well as what nature has to offer, will find their muse in the neighboring communities. From the historic Hammerherrenhaus manors of the mining families of old, to the highest elevation barefoot trail Bründlweg around the Pogusch mountain, there are always culinary rewards waiting for you too.

Where nature MOVES YOU AT EVERY TURN

SURROUNDED BY SPECTACULAR MOUNTAINS SUCH AS THE HOCHSCHWAB MASSIF, THE HOHE VEITSCH, THE SCHNEEALM, AND THE FISCHBACH ALPS, THE HOCHSTEIERMARK REGION OFFERS A ONE-OF-A-KIND LANDSCAPE DIVERSITY. HIGH PEAKS, GREEN VALLEYS, IDYLIC ALPINE PASTURES, AND TRANQUIL FORESTS COMBINE WITH FRESH ALPINE AIR. PERFECT FOR GIVING YOUR ATTITUDE SOME LATITUDE AND INNER BALANCE.

CLIMATE-FRIENDLY TRAVEL

Looking for environmentally friendly and stress-free travel? Many hiking destinations are easily accessible by train and bus. Numerous tours start directly at the local train stations or are connected to public transportation, true to the motto *"Up to the mountains by train."*

WHERE ALPINE HISTORY WAS WRITTEN

Archduke Johann was the first tourist to climb the Hochschwab mountain; one of the world's first mountain rescue stations was established on the Rax mountain, and the Stuhleck region is the cradle of alpine skiing. Traces of history, nestled in a breathtaking mountain landscape.

TRENDY LONG-DISTANCE HIKING

Whether you're planning for a weekend or several weeks, the 285.5 km BergZeitReise offers a unique combination of nature, history, and culture throughout 15 MountainTimeJourney stages.

HIKING WITH ADDED VALUE

Far more than classic hiking trails: adventure and themed trails, herbal walks, and forest bathing sessions let nature come alive for you and all your senses. Whether it's water, the climate, or herbs you want to learn about, many trails invite you to discover it all in a playful way. Just the activity for families, full of little moments of discovery.

THE PATH TO CULINARY DELIGHT

Numerous alpine lodges and mountain shelters offer regional specialties, homemade pastries, and products directly from the alpine pastures. Many lodges offer cozy overnight accommodations that make hiking a true mountain experience: views, tastes, and an all-round friendly atmosphere.



Choose
the
tour for you!



PILGRIMAGES. WANDER IN, TAKE A *deep breath*

SOMETIMES, ALL IT TAKES
IS A FEW STEPS IN NATURE
TO FIND YOURSELF AGAIN.

THE JOURNEY IS THE DESTINATION, AND SOMETIMES IT'S EVEN MORE

Pilgrimages are by no means only for people of faith. Many pilgrims are seeking to take a conscious break from everyday life, when new perspectives will open up. Small chapels, quiet power spots, and monumental churches along the routes invite you to take a moment and reflect.

The center and heart of it all is the Basilica of the Nativity of Mary in Mariazell, Austria's most important pilgrimage destination. The Mariazell trails lead there in a star shape from various provinces. One of the most famous landmarks is the Pilgrim's Cross at Veitsch, the highest accessible wooden cross in the world. Anyone who passes by here can feel that pilgrimage is not only an outward journey, it is an inward quest.

WANDER IN WITH YOUR HEART AND TRADITION

Mariazell welcomes visitors with a special atmosphere that has been moving and connecting people for centuries. Traditional souvenirs such as the humble hiking pack filled with gingerbread, known as a "Bschoad Binkerl," Mariazell stomach drops, or the famous soothing liqueur digestif are living testimonies to a culture that will leave you with unforgettable impressions.

"For me, a pilgrimage is about being on the move, out of a longing to get in contact with people, to encounter different cultures, other ways of life, and, last but not least, to get to know myself."

Christa Englinger,
passionate pilgrim
and coordinator
of the Romea
Strata associa-
tion in Austria,
sums it up
perfectly.

Accompanied Pilgrimages with Meaning and Depth

Those who wish to intensify their pilgrimage adventure can draw on the experience of certified pilgrimage guides. They create space for spiritual inspiration, personal reflection, and profound experiences of nature.

STYRIAN MARIAZELL TRAIL 06

FROM THE VILLAGE OF SOBOTH VIA GRAZ TO MARIAZELL

In 10 daily stages, the trail leads from Soboth via Graz to Mariazell. From Schanzsattel Pass, there are two routes – 06A by way of Veitsch and 06B through the Mürz Oberland Nature Park – to the destination.

[Duration: 80 hours | Distance: 228/234 km | Elevation gain: 7,720]

VIA SACRA

FROM THE TOWN OF BRUNN AM GEBIRGE TO MARIAZELL

The Via Sacra, the Holy Road, is the oldest and probably most popular pilgrimage route in Austria. In 5 daily stages, it leads along a traditional route to Mariazell and offers numerous places to stop for refreshments and overnight stays along the way.

[Duration: 36 hours | Distance: 120 km | Elevation gain: 3,240]

MARIAZELL FOUNDER'S TRAIL

DER PILGERWEG VON ST. LAMBRECHT NACH MARIAZELL

The pilgrimage route from the town of St. Lambrecht to Mariazell. The pilgrimage route follows in the footsteps of Monk Magnus (see info box on the right) in 7, 8, or 10 daily stages from the Benedictine Abbey of St. Lambrecht via Aflenz to the Basilica at Mariazell.

[Duration: 67 hours | Distance: 189 km | Elevation gain: 7,491]

ROMEA STRATA

BALTIC SEA – ADRIATIC SEA – EUROPEAN LONG-DISTANCE TRAIL E6

The Romea Strata, part of the European long-distance hiking trail E6 from the Baltic Sea to the Adriatic Sea, connects historic pilgrimage routes to form a unique cultural route through Europe. From the Baltic States, it leads through Poland, the Czech Republic, and Austria all the way to Rome. In Austria, it runs along the Via Sacra, the Mariazell Founder's Trail, and the Marian Pilgrim's Trail in Carinthia, among others: each a route filled with history and spirituality.

THE FOUNDING OF MARIAZELL

It begins with a journey, a statue, and a mission. Legend has it that in 1157, Abbot Otker of the Benedictine monastery of St. Lambrecht sent the monk, Magnus, to the remote Mariazell region to take care of the spiritual needs of the people living there. He took with him a statue of the Virgin Mary carved from limewood, which he had been given permission by the abbot to take on his long journey.

On the evening of December 21, a boulder was blocking the path near his destination. Magnus turned to the Mother of God for help, whereupon the rock split and the way was cleared.

Upon reaching his destination, the monk placed the statue on a tree stump and began to build a "cell" to serve as a chapel and, at the same time, became a humble accommodation for himself. This Mary in the Cell gave the place its name.

The statue of Mary in Mariazell, known as the "Magna Mater Austriae," is probably the lady in Mariazell with the most extensive wardrobe. Over time, more than 300 magnificent dresses have been collected. The statue can only be viewed in the simple form in which Magnus brought her there each year on September 8 and December 21.



THE THRILL OF EVERY BEND,
RELAXED GLIDING THROUGH PICTURESQUE
VALLEYS, AND ALL THE PEACE AND QUIET
MIGHTINESS OF THE MOUNTAINS:
ALL OF THIS TURNS EVERY RIDE A TRUE EXPERIENCE.
A REGION JUST MADE FOR ENJOYABLE TRIPS INTO
THE COUNTRYSIDE.

Freedom

ON TWO WHEELS

8

ENDLESS POSSIBILITIES

The region is a paradise for bikers: from gentle hairpin bends to challenging mountain passes, legendary routes over the mountains of Pogusch and Seeberg, and on to Mariazell, offer everything that makes a biker's heart beat a little faster. For many, the Basilica at Mariazell is the first or last stop of the season; a special place to pause, pray, or give thanks. Mariazell itself is not only a spiritual power spot, it's popular gathering place for motorcyclists. You can enjoy regional delicacies here, chat with like-minded people, and take a piece of the Hochsteiermark region home with you.



VEHICLE BLESSINGS

During the pilgrimage season from May 1 to October 31 at Lambrechterplatz in Mariazell on Sundays and public holidays at 2 p.m.

Enjoyable
tours for
bikes at
a glance!



Life

IS LIKE RIDING A BIKE:
TO KEEP YOUR BALANCE,
YOU HAVE TO KEEP MOVING.

Albert Einstein

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With an excellent infrastructure and a wide range of trails, the Hochsteiermark region is a paradise for mountain bike enthusiasts. Tours rich in variety, challenging climbs, and selective single trails offer you sporting challenges, as do relaxed routes for those just cycling for pleasure.

Whether it's a sunrise tour, a rapid descent, or a leisurely tour along the Mürz River: There's something for everyone. Families can also feel right at home on the well constructed paths, with plenty of culinary delights for everyone along the way.

Choose
the
tour for
you!



A paradise for mountain bikers

The R5 Mürztal Bike Path

A HOT
Tip
FOR FAMILIES

The route starts in idyllic Mürzsteg, a municipality surrounded by stunning mountainscapes, and leads you through the municipality of Neuberg an der Mürz, with its historic cathedral, to Mürzzuschlag, where the SÜDBAHN, Brahms, and WinterSport museums give you a glimpse into the worlds of the rails, classical music and winter sports. Via the town of Langenwang, the route continues onto the municipality of Krieglach, home of the regional poet Peter Rosegger, and on to the city of Kindberg with its famous Guild Pole. Via the city of Kapfenberg with its Oberkapfenberg Castle, the route finally reaches the city of Bruck an

der Mur, where the Mürz River flows into the River Mur. The route can be conveniently divided into stages to enjoy sights or to make time for culinary stops along the way.
[Duration: 5 hours | Distance: 68 km
10 m elevation gain / 310 m elevation loss]

A hot tip for the more athletic: From Bruck an der Mur, you can join the R2 Murradweg Bike Path directly and continue cycling towards Graz or the Murtal valley and return by train.

- R2 MURRADWEG
- R13 SEEBERGRADWEG
- R48 VEITSCHTALRADWEG
- R46 SEMMERINGRADWEG

1 PRETUL EXTREME TOUR (difficult)

From the city of Mürzzuschlag to the mountaintops of Bärenkogel and Moschkogel, via the Schwarziiegel and Auersbach to the town of Spital am Semmering. Continue to the Friedrichhütte lodge and the Steinbachalm alpine pasture and via Schwarziiegelmoor to the Pretul mountain. From here, return to Mürzzuschlag via the Ganzalm alpine pasture.

[Duration: 6 hours | Distance: 57 km
Elevation gain: 2,086]

2 MALLEISTEN ALM – HÖNIGSBERGER ALM TOUR (medium)

From the municipality of Krieglach to the Malleisten Alm alpine pasture and on to Hönigsberger Alm alpine pasture at the town of Langenwang.

[Duration: 4 hours | Distance: 31 km
Elevation gain: 774]

3 AICHBERG TOUR (medium)

From the city of Kindberg via Kindtalgraben and Aichberg to Scheibgraben and the town of Wartberg (St. Barbara im Mürztal).

[Duration: 1 hour 15 minutes | Distance: 10 km
Elevation gain: 383]

4 KAPFENBERG TOUR (medium)

A circular tour around the city of Kapfenberg, consisting of the Pötschen tour, GEMYSAG Fitness Trail, and 2-Wheel Grill Route.

[Duration: 5 hour 15 minutes | Distance: 42 km
Elevation gain: 1,095]

5 HOCHANGER RUND TRIP (medium)

From the Weitental nature preserve in Bruck an der Mur via Kalvarienberg mountain to Schweizeben and on to Hochanger.

[Duration: 5 hours | Distance: 26 km
Elevation gain: 988]

6 MOUNTAIN BIKE TOUR DÜRRIEGLALM (medium)

From the municipality of Mürzsteg via Frein to the Dürrieglalm alpine pasture and back to Mürzsteg.

[Duration: 5 hours | Distance: 32 km
Elevation gain: 796]

High DINING

IF IT'S TRUE THAT THE WAY TO A PERSON'S HEART IS THROUGH THEIR STOMACH, THEN YOU'RE BOUND TO FALL IN LOVE WITH THE HOCHSTEIERMARK REGION.

Dining pleasure and cuisine here aren't merely something to be experienced, they're celebrated. The culinary delights you will find here are as just as rich in variety as they are typical of the region itself. The dishes themselves feature fresh, high-quality products from the region, prepared by chefs who tastefully combine tradition, innovation, and a down-to-earth quality everyone is looking for.

CREAMY
sweet
GOODNESS

FEDL KOCH RECIPE

by Christina Grammelhofer
Seminar farmer,
BioHofgenuss Aflenz

Ingredients for 6 dumplings

0.5 l whipping cream
200 g flour (all-purpose)
100 g wheat semolina
3–4 cloves
1 small cinnamon stick

A TYPICAL REGIONAL DESSERT

Fedlkoch used to be a dish for farmhands working in the alpine pastures. Today, it is a popular Styrian dish, not only in the alpine lodges all over the region.

Preparation:

Bring the whipping cream, cloves and cinnamon to a boil, stirring constantly. Mix the flour and semolina, and add dry ingredients to the whipping cream, cooking until thick. Allow to cool to room temperature, then form dumplings and store overnight in the refrigerator, uncovered. Then grate the dumplings and sprinkle with a cinnamon-sugar mixture.

Serve with alpine coffee or a nice glass of white wine.

FROM MOUNTAIN LODGE OWNERS TO AWARD- WINNING CHEFS

TRUE MASTERS AT WORK

It doesn't matter from where you embark on your journey into the Hochsteiermark region, culinary delights of the highest standard are waiting for you. In addition to the numerous hospitality venues listed in the Falstaff Guide, the region also boasts seven restaurants that have been honored with prestigious awards such as Gault&Millau toques, green MICHELIN stars, or the Bib Gourmand. What makes these hospitality venues so special? The highest quality, creative cuisine, and cordial service – whether you're dressed for hiking or in your Sunday best. And dishes such as venison heart with sliced goose liver or Pretul char with monks cress are tasty treats that will most certainly delight you.

TAVERN CULTURE WITH HEART AND GOOD TASTE

Where better to experience food culture than where locals gather, innkeepers talk about customs, and dishes are served as they have been enjoyed for generations? In the region's hospitality venues, Styrian taverns and Kulinarium Steiermark restaurants among others, the menu features down-to-earth home cooking, often reinterpreted and always with a focus on regionality. Local brewers and beekeepers go well together: fine craft beers and sparkling mead frizzante. Digestifs and fine brandies round off the meal.

ALPINE CUISINE THAT INSPIRES

A different kind of stop for refreshments, and a treat even in summer. From May to October, alpine lodges and refuges, some of which are listed in Falstaff, invite you to take a break while they serve you authentic alpine cuisine. In addition to traditional dishes such as bacon lentils with bread dumplings, Hochsteirernudeln pasta, or Fedlkoch, vegan dishes such as sweet potato curry are also on the menu. Those who want to experience more can get a firsthand look at regional cuisine at workshops on organic farms or in cooking classes with award-winning chefs.

falstaff Gault&Millau

Steirisches
WIRTSCHAFTS

Steiermark

Kulinarium
Steiermark

HEINZ REITBAUER

Holder of three Michelin stars, awarded five Gault&Millau toques for years, and ranked among the 50 best restaurants in the world: As the patron of the legendary Steirereck in Vienna's Stadtpark and the Wirtshaus Steirereck am Pogusch in the Hochsteiermark region, like no other Heinz Reitbauer is synonymous with the new Austrian cuisine – and for Styrian culinary culture on a global level.

You are considered to be one of Austria's best chefs. What does it take to reach the culinary Olympus?

Above all, there has to be an appreciation for food, an attention to consistency, passion, and a great team. The awards, of course, are important, but we regard them with respect and humility—always knowing that all of this is only possible because we work together. The greatest challenge is finding the motivation to dare to do something new, for tomorrow.

It is quite an honor for Styria for both restaurants to have “Steirer” in their names. How deep are your Styrian roots?

Styria is the place I call home.

How would you define Styrian cuisine?

I'd say, Styrian cuisine is very product-focused. It has regional roots to be experienced authentically and it something we make the most of. Styrian cuisine is everything you encounter here time and time again. For me, it is really one of a kind.

In a podcast, you talk about the best potato you've ever eaten. What exactly did you mean?

I dug that potato out of the ground myself. It was about understanding where the product comes from, and that's exactly where we need to take people back to; to show them how food is produced. I only serve food that has been produced sustainably and is genuine for us.

At Pogusch, in addition to tree houses and sleeping in barns, there are also cabins in greenhouses where you can spend the night. Right at home with the plants?

That's right. With a garden and ten beds under glass. Our friendships with the best farmers and gardeners have often led us to special places. Those greenhouses, surrounded by plants and flowers, were special places to eat and celebrate with our friends. We would like to pass these special experiences on to our guests and encourage them to enjoy the sustainability and positive feelings, even letting them help with harvesting and cooking.

The Steirereck restaurant also has a Schankkuchl. What exactly is that?

The “Schank” is always a memorable place in a restaurant. Whether it's cooking over an open fire or with steam, the Schankkuchl offers a modern and light interpretation of just how our regional agriculture plays out in contemporary dishes. Sitting at the long table, engaged in conversation, watching the Schankkuchl team prepare your food. Just enjoying it all.

How would you describe Styria to strangers?

It is the culinary heart of Austria. It is a place where so many things are blended together. It is a place where hospitality is truly rooted in the heart of the country.



Sports GET YOU MOVING

THE KAPFENBERG SPORTS CENTER IS A BASTION FOR EXERCISE AND EXCITEMENT. THIS IS WHERE TOP ATHLETES AND HOBBY SPORTS ENTHUSIASTS MEET ON EQUAL FOOTING. INTERNATIONAL TEAMS, ATHLETIC CAREERS, AND BIG EMOTIONS HAVE LEFT THEIR MARK HERE.

A training camp for the world's best. The sports center is equipped with an athletics center that meets international standards for the best training conditions, a civic center and an ice rink, a sports hotel, indoor and outdoor pools with sports pools,

a wellness oasis, and much more ... And when sport becomes show, the civic center and the ice rink are transformed into event stages for up to 5,000 guests. Concerts, trade fairs, and top acts promise memories just for you.

OUR HOT

Tip:

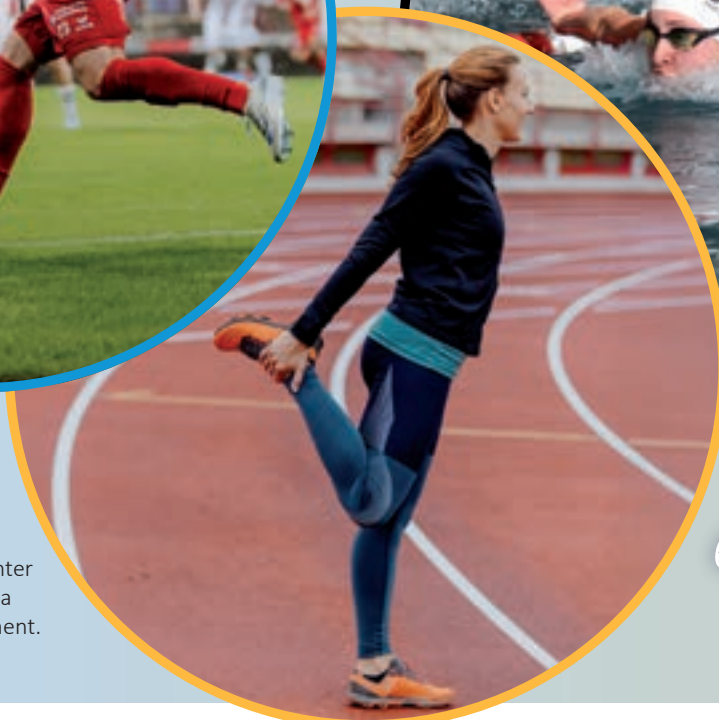
THE SPORTS HOTEL

Located directly in the Kapfenberg Sports Center it is perfect for training camps, seminars, or active getaways.

14



Great running routes all around the sports center and there is a fitness area with Technogym equipment.



LESS SPEED
*more
enjoyment?*



Enjoy feel-good moments in the bathing paradise with its sauna facilities and so much more.



TRENDY SPORTS (PADEL)TENNIS

With 13 outdoor courts, a modern 3-court tennis center with Styria's first indoor hard court, a new 3-court paddle center and 4 outdoor courts, the sports club ESV -Bruck/Mur is the top address for both tennis and paddle tennis. Situated in the Murinsel sports and leisure center, directly on the Murradweg bike path and near the outdoor pool facility. Along with that, the tennis courts in Kapfenberg and the floodlight facilities Kindberg are close enough to have tennis matches far into the night.



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Track & field athletics: The athletics facility is one of the most modern in Styria with eight lanes. There is a 400 m running track, 100 m winter running track, hurdle running, high jump, pole vault, long jump and shot put facilities.

A throwing facility for discus and hammer is situated in a partner facility.

Ice hockey: Ice rink suitable for national and international competitions.

Soccer: The stadium is not only the home ground of KSV 1919, but also ideal for international friendly matches.



A WEALTH OF *Water*

AS IN ANCIENT LEGENDS, THE TRUE TREASURE OF THE HOCHSTEIERMARK REGION LIES HIDDEN DEEP WITHIN THE MOUNTAINS. BUT UNLIKE GOLD OR PRECIOUS STONES, IT IS THE CLEAR, PURE WATER THAT MAKES THIS REGION SO EXTRAORDINARY.

THE HOCHSTEIERMARK REGION – A SOURCE OF CRYSTAL-CLEAR DRINKING WATER

One of the Hochsteiermark region's most valuable treasures, the purest drinking water, has its source in the Hochschwab region. Purified by natural filtering processes in the karst rock, it is affectionately known in selected restaurants as the Champagne of Alpine Pastures.

VIENNA RELIES ON THE HOCHSCHWAB

For over 100 years, the 1st & 2nd Vienna mountain spring pipelines have been supplying the metropolis with high-quality drinking water, without pumps, using free gravity flow via aqueducts to Vienna. The springs in the Mariazell region have long become the most important water suppliers to the federal capital.

GRAZ SETS ITS FOCUS ON THE FUTURE

The provincial capital of Graz also relies on high-quality drinking water from the Hochsteiermark region. The Hochschwab Süd water utility has been supplying drinking water from the southern part of the Hochschwab mountain range since 1993. A quarter of Graz's water need, around 5.3 million cubic meters per year, is met in this way. The water travels a distance of 78 km.

OUR WATER – OUR RESPONSIBILITY

Water is life, and in the Hochsteiermark region, it is a source of identity, quality, and pride. Conscious use of this treasure is part of our culture and our promise to everyone who lives in or visits the Hochsteiermark region.

Did you know THAT ...

... Vienna can draw up to 437,000 m³ of the purest spring water per day via mountain spring water supply lines, which is more than it needs for everyday use?

... the water from the Hochschwab massif flows to Vienna via a free gradient of 280 meters without the need for pumps?

... getting the water from the mountain to Vienna takes only about 36 hours, but it takes up to four years for it to move inside the mountain?

... up to 2,000 mm of rain falls annually in the Hochsteiermark region, twice as much as in Vienna?

... less than 1% of the world's water is consumable drinking water and we in the Hochsteiermark region have the privilege of being able to enjoy it directly from the source?

... conscious water conservation, even with seemingly inexhaustible sources, helps to protect nature and resources for future generations?

OUR HOT
Tip:
**Water.Hiking.
Wonder Trail**

***"Hey there, I'm Wuzzi from
the Buchbergtal Valley!"***

This is how a curious water creature greets visitors on the family-friendly circular trail. Wuzzi keeps visitors young and old company in his little Water.Hiking.Wonder world, telling exciting stories all about nature, exercise, life, and the Hochschwab water.



Erlaufsee

An idyllic spot near Mariazell that will delight water lovers and connoisseurs alike: from breakfast at the beach buffet to stand-up paddle-boarding and pedal boat rentals.

A WEALTH OF *Forests*

THE FOREST IS NOT ONLY PART OF OUR NATURE HERE,
IT'S ALSO PART OF OUR IDENTITY. WE MUSTN'T FORGET
WE ARE MERELY VISITORS HERE.

DEEP GREEN ROOTS

The people of the Hochsteiermark region are rich – rich in deep green forests and rich in all the pleasures they bring: fresh, cool air, climate protection, a habitat for countless animal and plant species, and a place of peace and relaxation.

CLEAR YOUR HEAD WITH FOREST BATHING

Experience nature with all your senses—just take a deep breath. Feel it. Wander in. Walk barefoot through the cool moss, hug a tree and feel the rough bark, roll a pine cone in your hands and smell the resin. The treetops are a protective roof, giving you a sense of security and helping you contemplate the inner you. Forest bathing trainers will show you just how it's done.

EXPERIENCE, UNDERSTAND, & PRESERVE THE FOREST

In the Hochsteiermark region, sustainable forestry is practiced with both tradition and modern knowledge: responsible behavior and regionality ensure that the forest will continue to be a valuable habitat. Pure, clear forest air, enriched with oxygen and essential oils, strengthens the immune system and promotes well-being. The healing power of the forest can really be felt after the rain. At the same time, forests make an important contribution to climate protection as natural CO₂ reservoirs. Exciting programs even make it possible for children to experience the forest with all their senses, to understand it in a playful way, preserving it from generation to generation.

73.5%

Did you know
THAT ...

... the Hochsteiermark region is the most densely wooded region anywhere in Styria, with an impressive **FOREST COVER OF 73.5%** Millions of trees gently cover our slopes and hills, shaping the landscape.

ART AND *Culture*

IN THE HOCHSTEIERMARK REGION, CULTURE BECOMES AN EXPERIENCE: FROM ENLIVENING SPECIAL EXHIBITIONS AND VARIOUS EVENTS TO TRADITIONS COME TO LIFE.

From World Cultural Heritage sites to the largest sandpit in Styria, from Peter Rosegger to Johannes Brahms. Whether you're meeting in the village square or at City Hall, any encounter with the region and its people is warm and genuine.

KNIGHTS, WITCHES, WIZARDS

The Knights and Witches Festival and the Styrian Enchanted Forest in Kapfenberg and the Mürz Oberland Nature Park promise to take you where experiences are legendary.

ROSEGGER WEEK

For over 40 years, Krieglach has been a stage for culture, history, and community: in keeping with the spirit of local poet, Peter Rosegger.

NEUBERG CULTURE DAYS

International classical musicians perform against a unique backdrop at and around the Neuberg Abbey.

SPORTS EVENTS IN TOWN & COUNTRY

Whether it's Beach an der Mur or the Grenzstaffellauf relay race at Veitsch, no matter if you're part of a team or alone: Exercise is simply part of life here.

INTERNATIONAL BRAHMS FESTIVAL IN MÜRZZUSCHLAG

In Mürzzuschlag, where Johannes Brahms composed his Fourth Symphony, the great composer has long been the focus of an annual music festival.

SUMMER CONCERTS ON THE MARIAZELLER BÜRGERALPE

In the Concerts by the Mountain Lake series, pop, schlager, and folk music bands will captivate you on splendid evenings in an impressive natural setting at 1,270 meters.

KINDBERG CALVARY

The Calvary in Kindberg is one of the most important Calvary sites in Austria. St. George's Church, the chapel at Oberkindberg Castle, and the Calvary Church form an isosceles triangle that is oriented exactly north. There are 13 stations to visit along the circular hiking trail.



Neuberg Cultural Days



Beach volleyball
in Bruck an der Mur



Oberkapfenberg Castle
Knight's Festival



The Enchanted Forest
in Neuberg an der Mürz



The Calvary in Kindberg

All the
latest
events!



A LOVE OF HOME THAT YOU CAN WEAR

TRADITIONAL COSTUMES CONNECT GENERATIONS, UNITING TRADITION AND MODERNITY, AND EPITOMIZES UP THE REGIONAL WAY OF LIFE.

Whether you prefer classic, elegant, or extravagant, if you are looking for high-quality dirndls and lederhosen, you have come to the right place. At any of the regional festivals, around 25 different dirndls showcase the richness of colors, cuts, and handcrafted details. And each one is unique. Behind this heritage is a strong network of traditional businesses such as tanneries, tailors, and stores specializing in traditional clothing, all of which create contemporary fashion with passion and flair.

The traditional costume of the Hochsteiermark region is lively, stylish, and deeply connected to the region. It is tradition come to life and it is the joy of just being here.

The traditional costumes are easy for guests to spot: They are often worn by members of traditional costume, music, and customs' associations at the countless events throughout the region.



WORK*LIFE *Balance*

FROM BUSINESS GUESTS TO VACATION GUESTS

WHETHER IN THE WORKADAY CITY OR
SURROUNDED BY NATURE, ROMANTIC AND
WILD, YOU'LL FIND AROUND 400 HOSTS
HERE TO TALK YOU INTO STAYING A WHILE.



Relaxation and Activity Go Hand in Hand

From rustic alpine lodges and cozy vacation homes by the lake to stylish hotels and welcoming private guesthouses: The ideal temporary home is waiting here for you. With or without wellness facilities, with or without meals included. And those who want something even more individual can pull off at the attractive campsites and rest stops. 'Cause we know sleeping, resting, and recharging your batteries can be done anywhere. And best of all, wherever you find yourself in the Hochsteiermark region, you can be in the countryside in just five minutes, ready for countless leisure activities surrounded by nature.

Noteworthy hosts

Tree houses and birdhouses are included, as well as forest and meadow chalets and even a chalet village that was awarded a Michelin Key. Jump into the pond or lake from the house you're staying in, watch the skiers from the barrel sauna, or spend the night in a greenhouse and help harvest herbs. Some rooms are also unique: Where else can you really hide away in a cave without having to hike far?

**Everything is possible
in the Hochsteiermark region**



MEETINGS IN THE HEART OF AUSTRIA

THE HOCHSTEIERMARK REGION –
THE SOURCE OF SUCCESS
AND GREAT IDEAS

Right in the center of the towns of Bruck, Kapfenberg, Kindberg, Mürzzuschlag, and Mariazell, or smack-dab in the unspoiled countryside, customized seminars, personal support, a wide range of hotels and restaurants, and picturesque mountain and alpine scenery are our guarantees for success. And if there is still time for a team event, we've got plenty of ideas.

Choose from indoor or outdoor activities, rafting or herbal hiking. Endless possibilities for bringing people together.

**Book
now!**



WITH *Kith* AND KIN

EMBRACE THE SUN.
PET THE ANIMALS.
LAUGH TOGETHER.
JUST GET AWAY FROM IT ALL.

**WHEN THE KIDS FEEL AT HOME,
SO DO THEIR PARENTS.**

Whether you choose a farm, a family-friendly hotel such as the JUFA Hotels and the Kinderhotel Appelhof, a rustic alpine hut, or a campsite, action-packed days are here waiting for young and old alike. Boring? No way! Over 100 excursion destinations mean a change of pace, adventure, and loads of memories to share.

Exceptionally family-friendly:

Mürz Oberland Nature Park | Mariazell Bürgeralpe Nature Park | Aflenz Bürgeralm | Brunnalm – Hohe Veitsch | the Bircha recreation area in Turnau.

Adventure and themed hiking trails lead through forests and meadows alike. And if your family prefers two wheels, the R5 Mürztal Valley Bike is the perfect family route for you.

THE JOURNEY
is the destination

STANZER SONNENWEG
ROMANTISCHER BRÜNDLWEG
KULTSTEINWEG

JAKOBUSWEG
WULFINGWEG
KINDBERGER KOPFALLEE-WEG
HOB MI GERN-STEIG
ERLEBNISWEG KLIMAWANDELN
3-SEEN-BLICK WANDERWEG
WATER.HIKING.WONDER-TRAIL



VACATIONS ON THE FARM

Spending your vacation on a farm is a close encounter of the real life kind. You'll get in touch with nature, animals, and the people who live and work here. If you like, you can watch the work on the farm being done or lend a hand yourself. Take a turn at feeding the animals, helping out in the barn, and of course tasting the homemade delicacies.

Get back in touch with life.



AND IF IT RAINS? OFF TO THE
museum!

**DUSTY OLD MUSEUMS ARE A THING
OF THE PAST – THESE DAYS THINGS
ARE EXCITING**

The Hochsteiermark region is where knowledge meets experience, and it's guaranteed not to be boring! History comes alive and nature is right at your fingertips at the nature4future Nature Experience Museum in Neuberg, in the Mürzzuschlag exhibition worlds, or at the interactive "Grenzgänge" exhibition at Oberkapfenberg Castle.

ON THE GO: EXCITING AND DIGITAL.

Many day trip tourist attractions in the Hochsteiermark region offer interactive tours via smartphone, just the thing for explorers of all ages. And for those who love puzzles: Escape games guarantee thrills and team fun, especially for teens.



Scan the code
and discover over 100
day trip tourist
attractions.

WALDEMAR
Wurzel



40 MARKETS. ONE FEELING. IT'S *Advent Season*

IN THE GLOW OF THE QUIET SEASON

WAITING FOR CHRISTMAS –
WITHOUT ANY HUSTLE AND BUSTLE,
IN ITS TRUEST FORM

The delicate sounds of hunting horns, artistic handicrafts, and warming mulled cider, music to set the mood and the scent of freshly baked gingerbread: These things not only make children's eyes light up with wonder, but also enchant adults with the magic of this special time of year.

With over 40 Advent markets and events, the region is transformed into the secret Advent heartland of Styria. In the picturesque towns or on small village squares, you can experience the pre-Christmas season in all its splendor everywhere you go. Every venue has its own different style, but one thing remains the same: the promise of Christmas.



CUSTOMS

FROM MASKS TO (UN)CANNY EXCITEMENT

An ancient custom rouses in the alpine regions during the cold season. Krampus appears at the beginning of December with shaggy fur and a terrifying mask to frighten naughty children, while St. Nicholas rewards the good ones. From Christmas onwards, the Perchten parade through the Twelve Days of Christmas time with wild dances, driving away evil spirits and transforming the nights into heart-stopping spectacles full of mysticism and thrills.

On the evening of December 5, the special tradition of Schifferlsetzen comes to life in the Mariazell region. Children lovingly craft and paint small paper boats, inscribe them with St. Nicholas sayings, and secretly place them in front of the doors of relatives or neighbors. On St. Nicholas Day, they collect these boats, filled with sweets, with the words "Mit der Bitte um mein Schifferl" (Please return my boat). But beware: anyone caught while placing a boat will go away empty-handed. Since 2024, this custom has been officially recognized as part of UNESCO's Intangible Cultural Heritage.

Advent in Mariazell

Austria's largest traditional Advent market with the world's largest hanging Advent wreath, measuring 12 meters in diameter and featuring 24 candles. Advent concerts in the Basilica, guided tours, exhibitions, and an extensive children's program.

Advent in the Cities

Whether you stop off in Bruck an der Mur, Kapfenberg, Kindberg, or Mürzzuschlag, you'll find new attractions and musical performances every year.

Hunting Advent in Turnau

Wild mountains, singing hunters, tasty chamois, and hunting horn players in the midst of a wild street food festival.

Advent Magic at Pichl Castle

The arcaded courtyard and halls of the castle are transformed into an atmosphere full of fascination and magic.

Advent at the Stuhleck Ski Resort

With or without skis, take the mountain railway to Styria's highest Advent market at 1,640 meters. Hot Tip: Ski down into the valley under floodlights.

Advent at Neuberg Abbey

The historic walls of the former monastery are home to arts and crafts, nativity scenes, and unique glass pieces from the Kaiserhof glassworks.

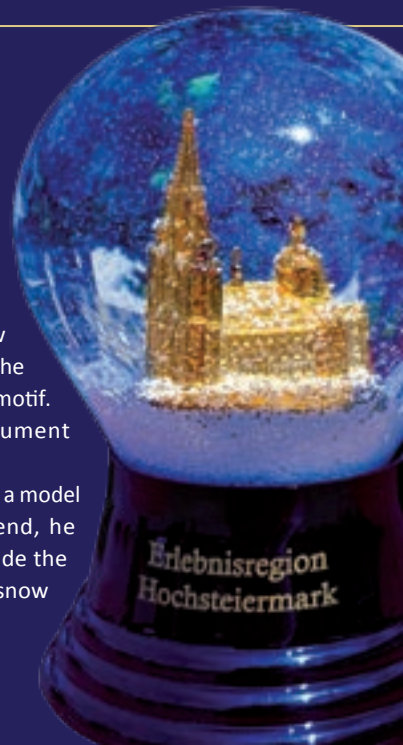
Christmas Joy Hike

Based on one of Peter Rosegger's most famous tales, you can hike from the woodland school at Alpl past his birthplace to Langenwang, following the Christmas Joy Trail.

A SNOW GLOBE TAKES THE WORLD BY STORM

THE BASILICA AT MARIAZELL – THE ORIGINAL MODEL FOR EVERY SNOW GLOBE.

Erwin Perzy invented the original Viennese snow globe in 1900, featuring the Basilica at Mariazell as its motif. He was a surgical instrument mechanic and inventor. Since he had already made a model of the basilica for a friend, he placed this miniature inside the globe, and thus the first snow globe was born.



UNTOUCHED WINTER LANDSCAPES, A SLEW OF SLOPES WITH MAGIC CARPETS AND SKI JUMPS, BREATHTAKING WINTER HIKES AND SKI TOURS, OR POWDERY SLEDDING FUN. IN A NUTSHELL, YOU'RE SO CLOSE TO JOY.

Safety, hospitality, and affordability is what the Hochsteiermark region stands for. And one thing is certain: This alpine winter sports region is considered a real insider tip, where the clocks still tick pleasantly slowly. Away from the stress of downhill skiing, bottlenecks at the lifts, and all the hustle and bustle, the focus here is on enjoyment. Personalized instruction in the ski schools, safe slope conditions, and family-friendly prices are the order of the day here. Afficionados, beginners, those who like to take it easy, but also the demanding and professionals are in good hands on the slopes and in the ski lodges with the best cuisine.

SO CLOSE TO

Winter
joy

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LARGE SKI RESORTS

SKI RESORT STUHLECK
www.stuhleck.at

MARIAZELLER BÜRGERALPE
www.buergeralpe.at

BRUNNALM – HOHE VEITSCH
www.brunnalm-hoheveitsch.at

SKI RESORT NIEDERALPL
www.niederalpl.at

AFLENZER BÜRGERALM
www.aflenzer-buergeralm.at

SCHWABENBERGARENA TURNAU
www.schwabenbergarena.at

SMALL SKI RESORTS

ANNERLBAUERLIFT KRIEGLACH
T: +43 664 75055053

EICHFELDLIFT IN TURNAU
T: +43 676 7218122

SKI LIFT ETMISSL
T: +43 664 3148568

STEIRISCHER SEEBERG
T: +43 650 4848059

SCHMOLL-LIFTE
STEINHAUS AM SEMMERING
T: +43 676 4335582

OUR HOT

Tip:

FOREST SCENT
FOR YOUR HOME

Mürztal valley pine resin lip balm
works wonders for aches,
pains, and colds.

Get the best
downhill runs,
the most beautiful
cross-country trails,
and have frosty fun
at the ice rink.



ON THE RIGHT TRACK FOR WINTER

Aside from alpine skiing, winter in the Hochsteiermark region has much more to offer. Top cross-country trails, idyllic snowshoe and ski tours with mountain panoramas, or natural snow sled runs.



INCREDIBLY COOL

One thing's for sure: Freezing cold is just cold enough for lovers of curling, ice skating, or ice hockey. Whether out in nature or on an ice rink, whether ice diving or ice fishing on Lake Erlaufsee. You can even go ice climbing.



WINTER AIR & THE SCENT OF PINE

Cool forest air, tranquility, and the scent of fresh snow. Science has long since proven the healing power of the forest for physical well-being. Give everyday life the cold shoulder and enjoy a guided winter forest bathing training session.

SEE YOU SOON IN THE HOCHSTEIERMARK REGION

High Time FOR A VACATION



TOURISMUSVERBAND HOCHSTEIERMARK

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