

PRESS RELEASE

The Salzkammergut Advent – Traditional, Unique, Authentic

Advent in the Salzkammergut is imbued with a special magic that draws people from near and far every year during the pre-Christmas season. From the end of November until well into January, the seven regions — Attersee-Attergau, Bad Ischl, the Dachstein Salzkammergut region, the Fuschlsee region, Mondsee, Traunsee-Almtal, and Wolfgangsee — invite visitors to atmospheric Advent markets that captivate with their unique and unmistakable charm, deeply rooted in the region's traditions. Their shared goal is to offer guests an authentic, genuine, and high-quality Advent experience full of highlights.

“For us here in the Salzkammergut, Advent holds great traditional and cultural significance. Over the past twenty years, it has also developed into an important economic factor that attracts more and more visitors. It is the rich diversity and variety of the now seven regions that make the Salzkammergut Advent so incomparable.”

— Mag. Michael Spechtenhauser, Managing Director, Salzkammergut Tourismus-Marketing GmbH

Attersee-Attergau

A Christmassy idyll between a glittering lake and gentle hills. The Attersee-Attergau region enchants visitors with a unique blend of festive sparkle and natural beauty. Highlights include the Advent cruises on Lake Attersee and the lakeside Advent market in Seewalchen, featuring traditional crafts and culinary delights. Particularly impressive is Austria's first underwater nativity scene in Weyregg.

Bad Ischl

An imperial Advent and pre-Christmas season in Bad Ischl. Even in the days of Emperor Franz Joseph, the craftsmanship of Bad Ischl's artisans and their gift for combining beauty with practicality were highly valued. This tradition continues at the *Christkindlmarkt der Ischler Handwerker* in the historic Trinkhalle, where authentic handmade goods and a festive program delight visitors. The culinary village in front of the Trinkhalle and musical performances create a celebratory atmosphere, while events such as the *Salzkammergut Advent Singing* enrich the season.

Dachstein Salzkammergut

Authentic traditions in the Dachstein Salzkammergut region. The towns of Hallstatt, Bad Goisern, Gosau, and Obertraun celebrate Advent with living customs and heartfelt traditions. The *Gosau Mountain Christmas* and the *Hallstatt Christmas Market* create a special ambiance with traditional crafts and festive music. The *Master Craftsmen's Advent* at the HAND.WERK.HAUS in Bad Goisern and the *Old Year's Bonfire* in Obertraun add festive highlights.



visitsalzkammergut

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Fuschlsee Region

Pre-Christmas cheer at the “Advent of the Villages” in the Fuschlsee region. The “Advent of the Villages” features contemplative markets in Ebenau, Faistenau, Fuschl am See, Hof bei Salzburg, and Guggenthal. Highlights include the *hunting horn serenades*, the *Advent under the 1,000-year-old linden tree* in Faistenau, and the *charity Advent market* in Fuschl am See. The *Joseph Mohr Lantern Walk* offers a historical journey into the origins of the world-famous Christmas carol *Silent Night*. In a magical atmosphere, visitors follow in the footsteps of the lyricist and immerse themselves in the song’s history.

Mondsee

A serene and genuine Advent at Mondsee. The impressive basilica and the Gothic cloister of the former Benedictine monastery provide a perfect setting for the *Advent in Mondsee*. Around 35 artisans offer regional products and handicrafts in the cloister. Musical performances by local artists and associations enhance the festive ambiance. The traditional *Christmas Tree Diving* at the lakeside promenade and the idyllic Advent markets at Lake Irrsee complete the experience.

Traunsee-Almtal

Festive Advent magic in Gmunden on Lake Traunsee. During the pre-Christmas season, the lakeside town of Gmunden shines in all its glory. The festively decorated streets and squares, accompanied by seasonal music and an atmosphere of anticipation, invite visitors to stroll leisurely from one Christmas stall to the next. The varied offerings include fine regional cuisine, homemade punch, and distinctive handicrafts. Special experiences include *alpaca walks* for young and old, and insights into the region’s traditional blacksmithing craft.

Wolfgangsee – St. Gilgen, Strobl & St. Wolfgang

Advent like in the old days at Lake Wolfgangsee. The *Wolfgangsee Advent* embodies genuine traditions that beautifully combine culinary delights, customs, and craftsmanship. Visitors can travel aboard the *Wolfgangsee ships* between the charming towns of St. Gilgen, Strobl, and St. Wolfgang, where lovingly decorated wooden stalls, twinkling lights, and brass ensembles create a contemplative atmosphere. A special highlight is the 16-meter-high floating *Peace Lantern*.

The mountains surrounding Lake Wolfgangsee also invite exploration — the *Zwölferhorn cable car* and the *Schafberg railway* take visitors to breathtaking viewpoints. The *Shepherds’ Path* on the Postalm and the event “*Wann’s dumpa wird im Dorf*” (“When it grows dark in the village”), when Strobl and St. Wolfgang shine in candlelight every Wednesday, add magical finishing touches to the festive season.

More information at: advent.salzkammergut.at

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