

PRESS RELEASE**Living Culture in the Salzkammergut: Between Traditional Costume, Customs, and Creativity**

The Salzkammergut is a region where tradition is not only preserved but truly lived—authentically, creatively, and with great dedication. Amid stunning landscapes, artisanal craftsmanship, and vibrant customs, a cultural life unfolds that can be experienced throughout the year. Whether during festive processions, masterful handicrafts, or everyday life in traditional costume, heritage here becomes a matter of the heart.

Cultural Heritage to Experience and Share

The Salzkammergut impresses with a wealth of long-standing customs and exquisite artisanal work. From UNESCO-protected traditions such as the Glöcklerlauf to local specialties like the Monte-Carlo game in Mondsee, cultural heritage here is both visible and tangible. Events like the Narzissenfest in Bad Aussee, the Kaisertage in Bad Ischl, or the atmospheric Advent markets at Wolfgangsee bring the region's history to life.

Tradition with Heart and Commitment Traditional costume in the Salzkammergut is more than festive attire—it is a lived expression of identity. Dirndls and lederhosen are part of everyday life as well as celebratory events. Numerous customs, many recognized as intangible cultural heritage, provide insight into the deep-rooted traditions of the region: from the Ausseer Fasching with drum-women and Flinserln, to Liebstatt Sunday in Gmunden, and Liachtbratl Monday honoring craftsmanship.

Festivals Through the Seasons

Each season in the Salzkammergut has its own cultural rhythm. The Narzissenfest in spring brings the landscape around Bad Aussee into bloom; in summer, the Kaisertage in Bad Ischl celebrate the imperial heritage. In autumn, cattle drives and harvest festivals attract visitors, especially around the Fuschlsee. During the pre-Christmas season, the Advent markets at Wolfgangsee enchant with lights, music, and traditional crafts—complemented by Krampus runs and atmospheric events.

Craftsmanship with a Signature

From finely crafted Gamsbärte (chamois hair hats) to elaborately modeled Stutzn (traditional stockings) and handmade hats, artisanal skill is deeply rooted in the Salzkammergut. The Tostmann Trachten at Attersee exemplify the combination of quality, tradition, and contemporary design. In this way, craft remains alive—and continues to evolve.

Conclusion: A Region That Touches the Heart

In the Salzkammergut, authenticity, cultural diversity, and artisanal excellence come together to create a unique experience. Visitors discover a region that knows its roots—and welcomes them with open arms.

For inquiries, please contact:

Mag. Michael Spechtenhauser
Managing Director
Salzkammergut Tourismus-Marketing GmbH
Phone: +43(0)6132/26909
Email: info@salzkammergut.at
Website: salzkammergut.at

**visitsalzkammergut****Salzkammergut Tourismus-Marketing GmbH** | Salinenplatz 1, 4820 Bad Ischl, AustriaTel. +43 6132 26909-0 | info@salzkammergut.at

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