**Welcome to Gmunden on Lake Traunsee**

**lovely & stylish**

The elegant, stylish leisure town of GMUNDEN is located directly on the north shore of Lake Traunsee. The city has an irresistible charm and is characterized by distinctiveness and individuality. It is a place with atmosphere and contrasts, a place for exuberant hours and quiet moments. A place to reflect and pause, or simply to relax!

BREATHTAKING LANDSCAPE

Here, the hills of the Alpine foothills merge picturesquely into the magnificent mountain world of the Northern Limestone Alps, and in the midst of this splendor lies the crystal-clear Traunsee, 12.2 km long; 2.9 km wide and 191 m deep, making it the deepest lake in Austria.

The striking, mighty Traunstein (1691 m) is not only considered the landmark of the town of Gmunden but also the guardian of the Salzkammergut. The Tote Gebirge and the Höllengebirge mountains frame Lake Traunsee to the south and contribute significantly to the imposing scenery.

JOURNEY THROUGH MILLENNIA

Gmunden became a prosperous salt trading town as early as the Middle Ages. Until the 19th century, this flourishing branch of industry was the exclusive source of income for the Salzkammergut, which was treated as a separate state within a state during the Austrian Empire. Its own laws and privileges applied here and no one was allowed to enter without special permission. The beautiful old town of Gmunden and many historic buildings bear witness to this important time.

**HIGHLIGHTS IN GMUNDEN**

The Traunseeschifffahrt (founded in 1839) is the oldest lake shipping company in Austria. Its flagship Gisela is also considered the oldest coal-fired paddle steamer in the world (built in 1871). During the summer months, the venerable lady transports her guests just as elegantly and reliably as she did back in the old days. With its ultra-modern fleet, Traunseeschifffahrt is the largest inland shipping company in Austria.

The local recreation area and hiker's paradise on the Grünberg offers a leisurely way to enjoy the magnificent view over Lake Traunsee from the summit! The Grünberg cable car is one of the most modern cable cars in Upper Austria. In addition to the summer toboggan run ("Grünberg-Flitzer"), a children's playground designed as a low ropes course, there is also a treetop path including an observation tower and the tunnel slide. There is fun for the whole family here.

The Seeschloss Ort, built on a small island and connected to the mainland only by a 123-meter-long wooden bridge, is a "must see" for every visitor to Gmunden. It is a sight known beyond all borders and also a popular wedding and event venue.

For museum lovers there is a varied offer, from the curious collection "Klo&So" a collection of toilets in the K-Hof Gmunden to the Weyer Castle. This hides, among other things, the most important collection of Meissen porcelain in Europe behind its historic walls and is an absolute MUST for every porcelain lover.

Not to be forgotten, of course, is the Gmunden Ceramics factory (since 1903), which keeps its doors open to visitors and exports all over the world. Their most famous decoration - the Grüngeflammte - can be found in almost every Austrian household and it is considered one of the symbols that stand for Austria. The Goldener Brunnen ceramic hotel, the ceramic chime at the town hall, the ceramic fountain at Rinnholzplatz, theceramic workshops in the old town of Gmunden are just a few more examples that make Gmunden the ceramic town of Austria with full justification.

The first horse-drawn railroad on the continent ran directly from Gmunden's town hall square to Budweis (1836-1856). Part of the route can be hiked along the Horse Railway Theme Trail.

The Gmundner tramway (since 1894) is one of the steepest tramways in the world. It runs nostalgic trains and also the new Traunseetram offers unforgettable impressions.

The old town of Gmundn enchants its visitors with many cultural sights and impressive buildings. A large selection of small but fine stores of all kinds offers a shopping experience of a special kind.

**LIVING TRADITION AND HIGH CULTURE**

The series of events in Gmunden range from the Salzkammergut Festwochen Gmunden, which now takes place all year round, to the Musicalfrühling and the Wirtshausfestival, to the Austrian Pottery Market.

Just how deeply rooted the population is in tradition is demonstrated by the many traditional events, some of which have been taking place for centuries, such as Liebstatt Sunday (since 1641) and are now part of the UNESCO immaterial world heritage.

In short, the city of Gmunden is a place with atmosphere and contrasts, a place for exuberant hours and offers summer freshness flair, fresh air, magnificent views, and a variety of recreational opportunities. Perfect for a vacation in the Salzkammergut.

2024 the whole region will be European Capital of Culture with many promising events and something completely new „industrial culture“: Our aim – to present guests and locals the past of the Salzkammergut region as a centre for industrial culture.

The word “industrial culture” connects technique, culture and commercial industry; it comprises the lives of the people within an industrial society, their everyday life, their living and working conditions. It connects industry from the past to present resulting in a thriving interaction between history, locations and people bringing closer the issue of industrial culture.