

Murtal's balance sheet at the Styrian Spring in Vienna: more than a success

4.5 days of holiday anticipation, music, craftsmanship, and tradition: More than 200,000 visitors experienced the authentic Styrian lifestyle up close at this year's Styrian Spring from April 8–12, 2026, at Vienna's City Hall Square. Of course, the Murtal Tourism Association could not be missing. The team presented the region together with the Red Bull Ring on a larger scale than ever before.

The Styrian and Murtal way of life was showcased at the Styrian Spring by the Murtal adventure region with its well-known blend of tradition and modernity. The tourism association team was supported by numerous partner businesses such as the Red Bull Ring, Tauroa, Edelsteine Krampfl, the Aqualux Thermal Spa, and the Oberzeiring show mine. Culinary delights were provided at the usual high standard by the Winterleitenhütte, while refreshments were offered by Thalheim and the Alpengasthaus Sabathy.

The program of the adventure region was particularly well received by the Viennese audience. On Thursday, Zaumgspüt emphasized the traditions of the region with harp, violin, flute, double bass, and accordion. On Friday, the DJs of House-Arrest brought modern beats to the Red Bull Energy Station at the Murtal stand. On Saturday, more than 60 musicians from the Weißkirchen Music Association thrilled the audience, and the group "Blechquetscher" really heated things up in true Murtal style. Sunday became more traditional with the Upper Murtal Traditional Costume Association and the Rachau Men's Choir.

The management of the Murtal Tourism Association, the management of Styrian Tourism, as well as Governor Mario Kunasek expressed their satisfaction with the great response to the now 27th Styrian Spring.

Governor Mario Kunasek:

"Thank you, Vienna, for the tremendous response. My thanks also go to the 1,600 Styrians who served as hosts, as well as to STG and the eleven adventure regions for organizing Styrian Spring 2026. The mix of vibrancy, joie de vivre, and proven strengths in cuisine and holidays continues to inspire year after year. I am already looking forward to seeing everyone again from March 31 to April 4, 2027."

Michael Feiertag, Managing Director of Styrian Tourism:

"I am delighted that we continue to develop every year and set new accents with ideas such as the terraces. The combination of the new and the traditional – with cuisine from the south to the far north as the core of the Styrian brand – creates a special appeal. What stands out is not only the great culinary diversity but above all the high quality. That truly makes me proud. In that sense (with a smile): only 353 more nights until the next Styrian Spring."

Isabella Painhapp, Managing Director of the Murtal Tourism Association:

"Many thanks to our Murtal partner businesses – especially the Red Bull Ring – for the excellent cooperation at this year's Styrian Spring. I am pleased that we succeeded in bringing the Murtal mix of tradition and modernity, as well as action and relaxation, closer to visitors in Vienna. Our Murtal hospitality certainly made a strong impression and inspired many more guests from Vienna to visit our beautiful region."

The team of the Murtal Tourism Association is already looking forward to presenting Styria in Vienna once again next year, together with partners from the Murtal adventure region and the other adventure regions, with great passion from March 31 to April 4, 2028.

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