

Murtal Tourism Association: General Assembly 2026

On Monday, March 9, 2026, the 2026 general meeting of the Murtal Tourism Association was held at the Hubmann Inn in Kleinlobming. Here, Chairman Michael Ranzmaier-Hausleitner and Managing Director Isabella Painhapp spoke about successes from the past year and forward-looking strategies for the new year.

The diverse activities of the tourism association were presented and a review of the year 2025 was given. The Murtal region now has 885 accommodation providers. 51% of the 560,865 overnight stays in 2025 were by guests from abroad, such as Germany and the Netherlands. On average, guests stay 3.3 nights in the Murtal, putting the region in fourth place in Styria.

That evening, Isabella Painhapp provided interesting insights into collaborations with other tourism regions and Steiermark Tourismus, cooperation with the press, trade fair appearances, and far-reaching marketing strategies designed to further revitalize the region.

With the slogan "it's all in the mix," the tourism association highlights the contrasts within the region, which combines motorsport action and relaxation in nature on the one hand, and movement with culinary delights on the other.

Increasing the visibility and emotional attachment to the region with courage are among the goals of the managing director and her 10-person team. With offerings such as "Z'HERBST," the Murtal Swiss stone pine autumn festival, and Nimm's Radl, Austria's unique bicycle hub system, the aim is to draw attention to Styria's largest inner Alpine basin and achieve further positive developments in overnight stays and visitor numbers.

"It's all in the mix – that's the motto of our Murtal region, and this slogan perfectly sums up what makes us special. In 2025, we were once again able to offer our guests and locals alike precisely this contrast between action and relaxation. I look forward to continuing to work with our fantastic team and in cooperation with our businesses and partners over the next few years to make the Murtal even more visible and attractive to day visitors and overnight guests." - Isabella Painhapp, Managing Director

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